

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. F. ROWELL & Co., Publishers, 10 SPRUCE ST., NEW YORK.

VOL. XXXVII. NEW YORK, DECEMBER 18, 1901. No. 12.

The circulation of the *Philadelphia Record* is now and has for years been larger, both daily and Sunday, than any other Philadelphia paper.

For November, 1901, the net circulation was 188,064 daily and 171,306 Sunday.

A year ago the November figures were 187,361 daily and 159,191 Sunday.

You Know Everybody Knows

That a paper that gets the most advertising must be known as the best medium. Well, that is the position of the Pittsburgh Gazette. It IS the best medium, consequently, it carries much more advertising than any of its morning contemporaries.

If you are guided by plain facts you will include

The Pittsburgh Gazette

in your list of mediums. It is THE paper to reach all classes in the territory of which Pittsburgh is the busy center.

**Sworn Average Daily Circulation for
October, 1901, 51,573**

W. R. ROWE, BUSINESS MANAGER.

**J. E. VAN DOREN SPECIAL AGENCY,
PUBLISHERS' DIRECT REPRESENTATIVES,**

407-410 Temple Court,
NEW YORK.

1105-1106 Boyce Building,
CHICAGO.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER, AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1893.

VOL. XXXVII. NEW YORK, DECEMBER 18, 1901.

No. 12.

THE "AMERICAN MACHINIST."

The merits of the *American Machinist* as a trade journal were very lucidly set forth in Mr. John A. Hill's letter, published in PRINTERS' INK of November 20. In connection with his rather positive views Mr. Hill laid stress upon the following points:

1. That the *American Machinist* is exclusively a machinery journal, and aims to publish only such matter as will enable folks to make better machinery, or make it more cheaply and faster.

2. That its circulation has been known for years; that its advertising rate is flat, and that it does not wish to print advertising that is not profitable to the advertiser.

3. That it pays high salaries to editors, good prices for contributions, and publishes more matter concerning the making of machinery than all other papers in the world put together.

4. That it is printed in its own plant, is of high mechanical excellence, and that its London edition has the distinction of being the only American periodical containing American advertising that is sold on the bookstalls of Great Britain.

The *American Machinist* stands high among trade publications. It is published weekly at 218 William street, New York; contains more strictly modern advertising than any other trade journal, perhaps; is concerned with nothing beneath the moon except machinery, either in its ads or context; is edited by practical men; has a staff of adwriters and artists whose sole mission in life is to edit its advertising pages and make them profitable; is well printed, well illustrated, and is, altogether, a publication that can be counted upon to make its way to the top of a

basketful of the trade exchanges that come into every editorial office.

The words "locomotive engineer" are written all over Mr. Hill. He is the man of iron-gray hair and iron-gray temperament that the American locomotive has brought into being (known to the novel writers as a "type"), and he runs the *American Machinist* about as he would run a locomotive—strong grip, wholesome disregard for intermeddlers and theorists, and close attention to timetable, clock and the rules of arithmetic.

Born in 1858, in Vermont, he went to Wisconsin when five years old, learned the printing trade at fourteen, went to Iowa, came back to Wisconsin, went "overland" to Colorado in the Leadville excitement of 1878, got into the machinery way of life naturally, took to building railroads and running locomotives, helped in the construction of the Denver & Rio Grande, ran the second engine into Leadville, began to write, corresponded for Eastern trade publications, launched a daily in Pueblo, and finally (or eventually, for it is not likely that he is done yet) took hold of *Locomotive Engineering* as editor in 1887, and of the *American Machinist* in 1896. Now he owns seven-tenths of the stock and practically controls the paper. Incidentally he has dipped into literature, and a volume of notably good "Stories of the Railroad," originally printed in *McClure's*, is still found in the bookshops.

The *American Machinist* was started by two Pittsburgers in 1877, being a monthly the first year, then a weekly. From the first there was a demand for such a journal, but the original publishers never rose to it. When Mr. Hill took hold the subtitle was "a

journal for machinists, engineers, founders, boiler makers, pattern makers and blacksmiths," and as far as the editorial policy was concerned it was "trying to cover the earth." Mr. Hill saw that an age of specialization needed specialized trade journals, so the subtitle was one of the first things that disappeared under his management. He used trained machinists—foremen and superintendents of shops—in his editorial room, giving them free hand to buy matter at good prices, paying them good salaries, and, above all, leaving them alone. Men who were making machinery six days in the week soon found that there was both glory and money in writing articles about it on Sundays, and that other men's articles in the *American Machinist* were practical. The editors paid according to the idea that one sent in, and had an all-consuming desire to know "how the darned thing worked," whether it was a typesetting machine or a patent reversible snow shovel.

Mr. Hill also got editors for his advertising space—men who knew how to draw pictures and write ads from the technical standpoint. Under the old policy the advertising spaces were small and costly. Four inches double column was the standard ad in the paper before the subtitle went onto the "dead stone." And there were many discounts in rates from one to fifty insertions. He adopted a "flat" rate, made his contract a mere order that could be annulled at any time, refused to run "write-ups" in any form, and set out to convince the world of machinery advertisers (which had long believed in free reading notices) that its best interests were served when the paper contained live matter that would be read for its own sake. To-day the *American Machinist* contains no lifeless advertising, nor any advertising that is not strictly within its field. There are no restrictions upon change of copy or shape of space, and from 20 to 40 pages of advertising are reset each week.

The American Machinist Press was started three years ago, and is a modern printing plant in all

respects—two linotypes, five cylinder presses, individual motors to every piece of machinery and an engraving plant that ranks among the best in New York. The *Scientific American* and R. H. Russell are among its chief customers. Thousands of dollars' worth of fine machinery catalogue work are turned out every month. Every bit of machinery in the office is covered with white enamel, and the "scheme" is one worthy of being generally adopted, for the least daub of oil or dirt, showing instanter, can be wiped off.

The European edition is the American edition, plus 20 pages that are added in the London office. It has a circulation of 3,400 copies. Its American advertising bars it from special mail privileges, but it is handled by W. H. Smith & Co., the London news agents, and has the distinction of being the only American periodical containing its Yankee advertising that is so handled. No extra charge is made for this European advertising, nor for the larger circulation of the monthly number.

Mr. Hill takes considerable pride in an extract from an *Atlantic Monthly* article on "The Consular Service of the United States," printed in April, 1900. Its author, Mr. George F. Parker, says: "For the past ten years many consuls in every part of the world have been writing about American machinery and tools. In spite of this not even one report furnished real and new information on the outlook. On the other hand, the editor of the *American Machinist* made a business tour of Europe and wrote for his paper a series of articles on the use and prospects of American machinery abroad. When his tour was finished he had told the best that was known, said the last word so far as he had gone, and given more real information within a few weeks than all the consular corps of the United States could possibly have gathered in years."

JAS. H. COLLINS.

EVERY time your name or the name of your product is mentioned you are receiving good advertising—strive to increase the number of people who will keep on doing this.—*The Advisor*.

Advertising in

The Sun

Yields Large
Returns.

Address
THE SUN, NEW YORK.

MEDICAL ADVERTISING.

Medical advertising has so generally been of one kind, so far as newspapers are concerned, that it is fair to assume that some other kind than that usually exhibited is sought for.

There are just two kinds of advertising possible—the honest and the dishonest. The newspapers which accept medical advertising are well filled with the dishonest sort. Physicians, or those advertising as such, or in the guise of "medical institutes," etc., advertise to cure incurable diseases, to cure various diseases in methods other than those recognized by the regular profession, to prevent consequences of disease which are unpreventable or to do plainly unlawful acts, as in the case of the abortionists. These advertisements are dishonest. The advertisers cast odium upon the profession they misrepresent, and the patients of such advertisers go to the offices of the latter, concealing their identity or seeking to enter without being observed. Your correspondent must be familiar with such advertising. He has but to glance at the columns in some of the greatest dailies, in which space is largely occupied by these disgusting advertisements. It is, therefore, supposed that he seeks some other and reputable method of advertising.

The honest method of advertising would be in its simplest form a statement of the doctor's name, location of his office, hours and his specialty, if any. But this would attract only the transient or the stranger unacquainted with any physician and taking up the one that chanced to be named before his eyes in his paper. A more elaborate method of advertising must be sought that will cause the reader to become interested in the doctor and seek him out. No better way can be devised than for the doctor to take a moderate space, two to four inches, three or more times weekly, in giving brief, pithy descriptions of various common diseases and the outlines of their treatment or the recital of the consequences of neglect of these ailments. Such

descriptions should be concise, free from rare or technical terms and absolutely straightforward in tone. Exaggeration is unnecessary and dishonest. The description of the disease, if well written, attracts the reader. Many of the readers know at once that their own ailment is thus set forth before them. Although they may be under some other physician's care they are likely to be interested in the advertiser and may adopt the outlines of treatment he advises. The actual formulas of remedies to be given in the treatment of the disease must not be printed, but they may be referred to either by fanciful name or number. Some method of designating that the treatment requires some of the advertiser's medicine is, of course, essential to the success of the advertising.

The public is interested in medical topics, and is eager to learn and to read about diseases. Every practicing physician is made aware of this through the queries put to him by patients who read the poorly edited medical matter that often appears in daily newspapers. Let any remedy not familiarly known in household practice be printed in the papers for a certain disease and it is sought at once by the sufferers from that disease, their friends and relatives.

Straightforward descriptions of diseases, statements of methods of treatment and the repeated announcement of hours and examination fees will bring patients to the doctor's office. The matter of fee should be plainly set forth, that the prospective patient may know how much to prepare his purse for.

If special apparatus is used in the treatment of diseases that should be set forth also. X-ray machines, good microscope facilities for chemical and clinical tests, if possessed, should be mentioned prominently in advertising.

Such advertising is essentially honest, and if its tone is placed far above that of the commonly seen, dishonest advertising, must win by merit. JOHN G. COYLE.

TREAT your customers as you would like to be treated if you were a buyer.

"Jes' Sawin' Wood."

From the WAUKESHA DISPATCH:

"For intensity and persistency of purpose, and fairness withal, in whatever it undertakes, the MILWAUKEE JOURNAL stands unrivaled in Western journalism, and no issue is too deep or involved for it to attempt consideration, and it goes into whatever it undertakes with an exhaustless energy. The JOURNAL is strikingly unique in much that it stands for, but it forces admiration by its boldness and cleverness of presentation. It meets abuse with argument and no weak point in the armor of its opponents escapes dehorsing thrusts. It has its own standard of Democracy as of everything else, and is not at all disturbed because others disagree with it, and it maintains its opinions with a vigor and fearlessness that forces conviction in its own sincerity whatever may be thought of the cause it espouses or opposes. Editorially the JOURNAL is easily the ablest newspaper in Milwaukee, and its editorial compendium of the State press with its own comment is a unique, valuable and interesting feature. The JOURNAL always has something to say itself, and it affords besides a wider hearing for the opinions of the newspapers of the State. However regarded, the JOURNAL is politically indispensable to Wisconsin readers, as its unapproachable circulation amply affords best evidence."

The average daily circulation of

The Milwaukee Journal

for November, less deductions, was **26,690.**

Outside of the most important fact that the JOURNAL has over twice the circulation of any other English evening daily at Milwaukee and more than the two others combined, it will give foreign advertisers a good idea of the JOURNAL's importance in its field if now and then they will glance at the State press column on the editorial page to see with what frequency the paper is quoted.

The JOURNAL's classified columns show what results to advertisers will do.

The Journal Company, Milwaukee.

STEPHEN B. SMITH,
Room 30, Tribune Building,
New York.

C. D. BERTOLET,
705-707 Boyce Building,
Chicago.

ADVERTISING OF MUNICIPAL SECURITIES.

Mr. Gustave Simon, bond editor, *The Financier*, New York, writes the Little Schoolmaster:

At the recent election many municipalities voted in favor of issuing bonds for improvements of all kinds, and efforts will soon be made by the officials to dispose of the securities to the best and highest bidders. It seems very strange that points in the United States claiming to be thoroughly up to date in every respect sometimes fail in obtaining satisfactory results with their bond issues.

Advertising to-day stands ahead of all systems used to give publicity. Whether it be a soap concern, a new perfume, or a hatter, it is an important matter to be considered so long as it does its work for the advertiser. In various instances, however, municipalities fail to comprehend the value of printers' ink. The usual legal procedure of a suburban village is to place a bond advertisement in its local newspaper, evidently expecting the farmers in the vicinity to file a bid on an issue of securities of which they know absolutely nothing. If the same village would bring their notice of sale before the bankers, bond dealers and others generally interested, through the insertion of its call for bids in a reliable banking journal, results would follow that were gratifying to the officials.

It is difficult to make a country official see the value of publishing a bond notice in a reputable financial paper.

To further the interests of a village, town or even city, any journal of merit will advise as to the market value of a security, and will even construct a sample advertisement, if they so desire. Occasionally a town does advertise in a weekly banking organ, but the notice is so rudely prepared that the main details are ignored. Another great fault with advertising municipalities is failure to state the financial condition of the town. This will cause those interested in the offering to somewhat doubt the credit of the city,

and will make inquiries regarding this factor, but if this were inserted in the official call it would save the banker unnecessary trouble.

An excellent specimen of a bond advertisement is given here-with, which embodies every detail of importance to the intending bidder.

BONDS FOR SALE.

ATLANTA, Ga., \$418,000 3½ PER CENT 30 YEAR BONDS.

Sealed proposals will be received at the office of the Mayor of Atlanta, Ga., until 12 o'clock, m., Tuesday, Dec. 3, 1901, for \$418,000 City of Atlanta, Ga., 30-year 3½ per cent Gold coupon bonds, of \$1,000 each, due Dec. 31, 1931, interest payable July and January, in New York and Atlanta. Bids may be for the whole or part of said bonds. Bidders to inclose with bid certified check for five per cent of par value of amount bid for; checks to be made payable to the order of Thos. J. Peeples, City Treasurer. Bidders will be required to receive and pay for bonds allotted to them on Dec. 31, 1901. The right is reserved to reject any or all bids.

**LIVINGSTON MIMS, Mayor.
Wm. C. RAWSON, Chairman Finance Committee.**

For further information, address J. H. Goldsmith, City Comptroller.

An advertisement of a bond sale inserted in at least three banking journals, even if the outlay is \$50, would insure the receipt of bids at least five per cent over the average offerings expected.

The writer has solicited bond advertisements from the various municipal officers, and in many instances found errors in the reading, which would have lost the towns many bids. The date of sales is even inserted incorrectly. Thus, it is a part of the business of a financial journal to correct any errors appearing in a bond advertisement, and to notify the officials of such correction.

LACKING NERVE.

Many new advertisers are lacking in nerve. They won't keep at it long enough. (All the better for the bulldog fellow who hangs on.) The public is a big thing. It is hard to stir up. It moves slowly sometimes, wants to get acquainted first. Likes to deal with well known people. The only way to get acquainted and become well known is to keep on advertising. The first investment may not pay at once, but like the foundation of a house, it is necessary even if it is underground. When additional stories appear the house is a landmark, and not until then.—*Agricultural Advertising.*

Another Chapter of Results!

THE ABILENA CO.

A SUBSIDIARY OF
ABILENA MINERAL WELLS.The Only American
Cathartic WaterP. H. NALLSON, President.
R. M. WHITE, Vice-President.
H. S. ELLISON, Secy and Treas.

ABILENA

Abilene, Kansas, 9/14/1901.

Mr. R. R. Whitman,
Kansas City Journal,
Kansas City, Mo.

Dear Sir,-

It gives us pleasure to express our appreciation of the Journal as an Advertising medium. As you know, we first launched our Abilene Natural Mineral water on the market in January of the present year.

Our advertising since that time has been confined to the Kansas City Journal, and our business in the short space of eight months has grown to proportions greatly exceeding our expectations.

The Journal must have credit for the results, as it has been the only medium utilized, and for the last three months the monthly increase in our sales has been practically 100 per cent.

Very truly yours,

The Abilene Company,

G.R.

H.C. Ellison Sec'y.

THE KANSAS CITY JOURNAL

Daily and Sunday, over 50,000.

Weekly, over 140,000.

Largest Daily, Sunday and Weekly circulation of any newspaper, morning or evening, in any other city in the United States, the size of Kansas City.

THE J. E. VAN DOREN SPECIAL AGENCY,

PUBLISHERS' DIRECT REPRESENTATIVES,

EASTERN OFFICES,
407-10 Temple Court, New York.WESTERN OFFICES,
1104-5 Boyce Bldg., Chicago.

SHALL THE AD BE HUMOROUS?

Every now and again some solemn-souled fellow gets up and warns us not to be funny in our ads, says that advertising is a serious business and no laughing matter, and that we should observe the proprieties when talking to prospective customers, and by no means be led into "indiscreet flashes of wit and humor." It might be observed by the keen onlooker that the fellows who give this advice are invariably so constituted as not to be able to understand humor—properly so-called—and could never, by any chance, be construed as "funny" except, perhaps, when they really intended to be serious. These warnings against the use of humor in ads are made in the hope of turning possible advertisers in the direction where funereal copy is produced—and heaven knows there is enough of it hatched in New York City!

Says the serious philosopher: "Never mind being funny—get right down to business at once!" I wonder does he ever stop to think that all mankind are not, necessarily, built on his lines, and that he, with his solemn face and heart and talk, is really in the overwhelming minority? Business is won easier to-day by the smiling face than the serious one—by the warm, glad hand-shake rather than the freezingly cold grip—by the light and pleasant word rather than the hard, dry tones of trade talk.

Don't let us all get grumpy because a few dyspeptic doctors of advertising tell us that we should not laugh, or make others laugh, while at business. You will never lose a friend by geniality, but you may lose many by moroseness. These same advertising philosophers will tell you to "write as you would talk" to a customer—direct to the point. Well, the chief trouble about that is that in business, as a rule, we do not come direct to the point, for brusqueness is not policy. A polite salesman on the other side of a counter generally says to a customer "Good morning" or "Good

afternoon," rather than begins the conversation with a "Well, what do you want?" The latter would be getting down to business all right, but then, the experienced salesman knows that he would be forgetting his manners.

In advertising, as in polite society, genial humor and sparkling wit are never out of place. Perhaps I ought to say "seldom" instead of "never," as there still remain dense people in the world of business. But you will never hurt yourself, your reputation or your goods by telling a good joke well to a customer. And if, in telling it, you can make a point about your goods, you have advanced a heap nearer a sale, in spite of what the serious philosophers may tell you.

Understand, I am not going to the extreme and arguing that you should play the clown, either in your store or in your ads. No customers will expect you to stand on your hind legs, make grimaces, or perform other "stunts" to amuse them. Our American humorists have been gentlemen in language and behavior—they never descended to buffoonery. Take a pattern by them, and you need not fear the criticisms of the bilious adsmith.

Only a few weeks ago the celebrated Mark Twain threatened to become a billposter, and armed himself with pastepot and brush to go around town and post bills for the Citizens' Union. I would respectfully offer Mr. Clemens a much better suggestion. If he will accept a position as adwriter for some one of the concerns that have been so strenuously advised by the serious philosophers NOT to use humor in their ads, I will bet a few silk hats that that advertising will be wider read, and prove more effective, than the combined output of all the adsmitheries in New York.

"FOR THE ADVERTISING MANAGER."

It is proposed by the Boston branch of the Christian Endeavor Union to utilize the street cars for disseminating of Biblical quotations and other edifying sentiments in the same way that ordinary tradesfolk advertise their wares in the vehicle.—*New York Sun*.

The Pittsburg Press

IT HAS THE LARGEST CIRCULATION IN PITTSBURG.

ITS CIRCULATION IS FROM TWENTY-FIVE TO FIFTY PER CENT LARGER THAN THAT OF ANY MORNING PAPER.

VERY MUCH LARGER THAN THAT OF ANY OTHER AFTERNOON PAPER.

MORE THAN TWICE THAT OF ONE OTHER AFTERNOON PAPER.

AS LARGE AS THAT OF ALL OTHER AFTERNOON PAPERS COMBINED.

CARRIES MORE ADVERTISING, DAILY AND SUNDAY, THAN ANY OTHER PITTSBURG PAPER.

EMPLOYS THREE GREAT QUADRUPLE PRESSES DAILY.

IS THE BEST NEWSPAPER IN PITTSBURG.

BY ALL ODDS THE MOST POPULAR PAPER IN PITTSBURG.

IS THE OFFICIAL PAPER OF THE CITIES OF PITTSBURG AND ALLEGHENY AND OF ALLEGHENY COUNTY, AND IS ACKNOWLEDGED

THE FOREMOST "WANT" MEDIUM.

YIELDS THE ADVERTISER THE LARGEST RETURNS.

C. J. BILLSON,

Manager Foreign Advertising Department,

Tribune Building, New York. Stock Exchange Building, Chicago.

DUTIES AND PRIVILEGES
OF THE ADVERTISING
MANAGER.

The relationship of the man charged with the publicity part of a business to the firm and its employees is not easily defined. The first principle is trust and confidence. If he is treated as a hireling, a man expected to produce certain results with his own efforts, he will not fill the full measure of his usefulness. He must be a confidential member of the working force of the concern. He must have full knowledge, not only of the goods, but their profit. He must know all about the competition and have advice regarding the policy of credits, terms and business relations with customers.

I have known a good advertising man to be so hampered and hemmed in that he could not do his best work. Apparently the firm said, "We have hired you to produce results, now go in and we will watch you do it." That is not the right spirit. His character should be good enough to intrust to him the inside of affairs. If there is a doubt in this respect it is better to wait until all doubt is removed. He talks for the firm. His statements should be considered with the same seriousness as coming from the head of the house in personal talk. Some firms are wonderfully particular about their correspondence, but let any statement go out in their printed matter. For this reason their customers pay little or no attention to their advertising.

The correspondence of a company, especially a wholesale or manufacturing concern, is always a fertile field in which to gather information. A discriminating advertising man can learn much from this source, and it is often kept from him. Studying kicks and complaints is always profitable.

There will always come a time when the advertising man and the head of the concern may have different opinions. I follow the rule that the boss "owns the grocery." I won't argue it out with him. I'll state my opinions; if he doesn't agree with me I want him to take

the responsibility. This kind of trouble is often fancy. The employer that has confidence in the ad man will consult with him rather than dictate. If all the facts are brought out in conference, there will generally be harmony of effort. It is the advertising man's place to suggest, to bring out new plans. That is what he is paid for. If he just does the work that is turned over to him he is not much good. The chance of getting best efforts will be lost, because the theory of an advertising man's employment rests upon the assumption that with plenty of time, ability and knowledge he can suggest plans that would otherwise never see the light of day.

Every man in the house will criticise the ad man. Every effort will be carefully read and passed upon from the head of the firm to the office boy. If the ad man is wise he will not care for criticisms or let his head swell by flattery. Before the advertising is issued he will get advice and facts from everybody. After it goes out he will get the verdict, not from what this or that fellow worker thinks, but from the figures on the ledgers. Here again he must know what is doing. He must be in a position to watch results by having access to the inside workings of the concern.

Jealousy plays an important part in the ad man's troubles. I have known where a department manager did his best to conceal the fact of increasing business resulting from advertising, because he had a notion it would depreciate his standing with the firm. In a large concern where I found this condition I ignored his department entirely. Other departments had enough to keep me busy, and when the firm asked why I did nothing for the jealous manager I told them. Change of manager followed. The ad man should help everybody, but he can do best work with the friendly co-operation of his fellow workers. In fact, he can't do much good without it. SETH BROWN.

♦♦♦

SENTIMENT in advertising is all right if it can be kept on a paying basis.—*Salt Lake Tribune.*



The Minneapolis Journal is the best advertising medium, by all odds, of any paper in the Northwest.

It broke all records in November advertising. It ran away ahead of a marvelous record of a year ago by having

161 columns more advertising in November, 1901, than in November, 1900.

In November, 1901, The Journal carried **1,277** columns of advertising, being $16\frac{1}{2}$ per cent more than the daily and Sunday issues combined of The Journal's nearest Minneapolis competitor.

The Journal's sworn circulation for November, 1901, averaged **51,775** copies daily, or **4,230** daily more than for November, 1900, the largest guaranteed circulation of any daily in the Northwest.

FOREIGN ADVERTISING DEPARTMENT:

C. J. BILLSON, Mgr.

NEW YORK OFFICE: 86-87-88 Tribune Building.

CHICAGO OFFICE: 308 Stock Exchange Building.

ARLO BATES' "TALKS ON WRITING ENGLISH."

One of the most practical of the few who have written upon composition within the past decade is Arlo Bates, a professor in a Boston college. Professor Bates first met the English language in a newspaper office, and he writes more as an editor than as a teacher. Some years ago he printed a series of lectures called "Talks on Writing English." They gave so much practical, sensible, workaday information about writing that there was demand for more of them. Houghton, Mifflin & Co. now publish a second series—a book of 250 pages.

Adwriters and newspaper men write largely by "sense of feeling" and rule of thumb. Formal rules do not stand the strain put upon them by the rough, copious, instant output demanded in these crafts. The amount of sense and force that can be got without grammar or good construction is amazing—almost as amazing as some of the absolutely correct drivel that can be produced by writers who have nothing to say.

Professor Bates stands for the grammar, but he also knows that a city editor, armed with a stout club, can sometimes teach a reporter more about saying things than the faculty of a college. Therefore, his "Talks" will be helpful to almost any adwriter, whether an "expert" or a beginner. Much of their contents has no direct application to the making of ads, but both volumes contain general principles that apply to all writing in all ages. First and foremost, he teaches the importance of bringing the mind under control. Unless he be really inspired, the writer who is waiting for an "inspiration" gets little sympathy from Professor Bates. Then he takes up "point of view," or the art of telling a story clearly from a definite standpoint. The novice usually fidgets through his story, standing now on the chateau stairs, now in the garden, now in the donjon keep and now upon a cloud, confusing his reader and destroying the unity of his tale. Point of view is best kept

when a writer speaks to a definite reader—his aunt or grandmother. In writing ads, this imaginary reader would be some woman who shops.

In chapters upon "The Topic Sentence" and "End and Beginning" it is shown that the unity of an article is best preserved when it is written as an exposition and elucidation of a sentence that will sum it up as a whole. The value of an entertaining beginning and a forceful final sentence or argument is plain enough in advertising, but the average booklet must treat of so many different things that it would hardly be possible to summarize it in a sentence. Some booklets, however, can be written by this plan. It will certainly strengthen those which can be brought within its scope. Chapters upon particles, participles and gerunds, paragraphs, revision, parallel construction and exposition deal with many little matters that are not so difficult of mastering as their names would lead one to believe. Many of the absurdities of the amateur are pointed out so plainly that a reader will hardly ever be in danger of falling into them—notably, the use of such phrases as "gentle reader," "let us now return to our subject," the too lavish use of "and," "it," "there" and "but," the overburdening of descriptions with useless detail, and so forth. A very short chapter on punctuation contains one sentence that should be final on this important "trifle": "A writer should as clearly mean his commas and semi-colons as he means his nouns or his verbs."

Both books are written in easy, conversational language, for they were delivered as lectures. Technical terms are avoided and all questions are treated from a practical standpoint. The first series should, perhaps, be read first, especially by beginners, but either volume contains matter that will benefit any intelligent student of writing, be his experience wide or limited.

JAS. H. COLLINS.

CAST sentiment to the winds—and advertise in a sensible, businesslike way.—*Advertiser, New York City.*

Cleveland Grows Fast!

The Plain Dealer Grows Faster.

THE Daily Average Circulation for the first week in January, 1901, was **44,785**.

The Daily Average for the last week of September was **55,044**.

Daily Gain in Nine Months, 10,259.

The first Sunday in January was 37,926.

The last Sunday in September was 50,590.

Sunday Gain in Nine Months, 12,664.

The average of the first and last weeks of the period was used instead of the average of January and September, because the average of the entire month of September was made abnormally large by the G. A. R. Encampment and the news of the assassination of President McKinley. The average of the last week of September was normal.

C. J. BILLSON, Manager,

FOREIGN ADVERTISING DEPARTMENT,

**Tribune Building,
NEW YORK.**

**Stock Exchange,
CHICAGO.**

SOME CHRISTMAS EDITIONS.

The Christmas number of the New York *Commercial Advertiser*, issued on Saturday, December 7, was notable for several reasons. The venerable sheet, now in its 105th year, on that date ran three supplements, in addition to the twelve pages of news matter. One of these was devoted to "fiction and miscellany," among which was the first instalment of a new romantic novel, "The Colonials," by Allen French, a tale of the American Revolution. The second supplement was devoted to books and literature entirely. The third supplement, freely illustrated, contained an unusual amount of substance of general interest. The illustrations, halftones, had been chosen with taste. Among them was a series of eleven or twelve reproductions from paintings, portraying "Christmas in Ye Olden Times." These have more than passing value, and will undoubtedly be permanently kept by most of the paper's readers. Both news pages and supplements contained a great amount of advertising; five full page advertisements in the number; the Hamburg-American Line, the Equitable Life Assurance Company, John Wanamaker and the Siegel-Cooper Co., while Noyes, Platt & Co., and Small, Maynard & Co. had a page together, their advertisements ingeniously dove-tailed. Macy had more than a page, but it was distributed in different places.

The New York morning *Journal's* Christmas number, issued on Sunday, December 8, contained 142 pages. Of these, more than half, nearly 72 pages, were given up to advertising. The *Journal* computes that one of its columns is equal in square inches to a page of an average magazine, which would indicate that its advertisements, estimating seven columns to the page, ran over 500 magazine pages, and its reading matter another 500 pages, together making rather a bulky magazine of more than 1,000 pages. To be exact, the *Journal* carried in this issue 503 $\frac{3}{4}$ columns. The greatest

amount ever carried heretofore was 41 $\frac{3}{4}$ columns, which was done by the *Journal* itself in its last Easter issue. So that it now breaks its own record by 88 columns.

The whole paper was liberally sprinkled with illustrations, halftones, wash drawings and wood cuts. Many of them, too, were in color, some of the supplements being entirely in colors.

Typographically some of the pages were very ingenious, borders being used so effectively and the illustrations so deftly displayed.

The advertisements were of so universal a character that it would be difficult to discover a line of business that was not represented. Looking through the pages one would be amazed to find how many general advertisers there are after all, and every one of them seems to have been in evidence. The spaces pre-empted were unusually large as a rule. Most of the larger publishers and department stores seem not to have been satisfied with less than full pages. Even the little want ads covered pages on pages.

The *Journal's* statistician revelled among the figures gleaned from these advertising pages. Among other deductions he states that "every inch of advertising space in its columns has been the result of a straight, legitimate business."

ILLUSTRATED HEADLINE.



"CHILDREN CRY FOR IT."

OUR POSTOFFICE.

PRINTERS' INK has had prepared for publication in this issue the announcement printed below:

Special Issue of Printers' Ink

The issue for January 15th, 1908, will be mailed to every Retail Dry Goods Store in the United States, numbering a total of 29,780. The names will be taken from R. G. Dun & Co.'s Mercantile Agency Reference Book.

Press day, Wednesday, January 8th.

The issue for February 5th will be mailed to every Boot and Shoe Dealer in the United States, numbering a total of 31,888.

The names will be taken from The Shoe and Leather Reporter Annual Press day, Wednesday, January 29th.

The issue for February 19th will be mailed to a complete list of All General Advertisers in the United States, numbering a total of 15,000. The names will be taken from the Reference Book of the Publishers' Commercial Union.

Press day, Wednesday, February 12th.

The primary purpose of these Sample Copy Editions is to induce new subscribers and additional advertising patronage for PRINTERS' INK, the Little Schoolmaster in the Art of Advertising.

Whoever has a proposition likely to interest these people can bring it to their attention by using the advertising pages of these Sample Copy Editions of PRINTERS' INK to better advantage probably than through any other channel.

ADVERTISING RATES, \$100 PER PAGE, SMALLER SPACE PRO RATA. ADDRESS ORDERS TO

Printers' Ink,
10 SPRUCE STREET, NEW YORK.

Realizing how little, after years of experience, the Little Schoolmaster was able to find out about postoffice usages, it was thought better to submit this announcement to the New York postmaster before publishing it in PRINTERS' INK. That was done on Saturday, November 30, and the First Assistant Postmaster said in substance that he did not know whether there was anything irregular about it or not, but that he would try to find out. He was told it would be interesting to have this information before the press day, which would be Wednesday, December 4, and he promised to try to have it on the first of the present week, that is, December 2 or 3. Not having heard from him on Tuesday, December 3, a representative of PRINTERS' INK called for his decision, and he was still uncertain whether the announcement was wicked or otherwise, but hoped to know either

later in the day or the day following. Not having heard from him on the morning of December 4, a representative of PRINTERS' INK called on him again, and still he did not know whether the announcement was wicked or otherwise, but promised to communicate with Washington, by telegraph, and at the time of going to press the postmaster was still hoping to hear from Washington, and the Little Schoolmaster decided to withhold the announcement until he gets more definite information. The Little Schoolmaster hopes that the time will come when the postmaster of a city of the moderate size of New York will be so full of information on postoffice usages that he will be able to answer common every-day questions after an hour or two of consideration, or at least after a day or two. Meantime the announcement of Special Issues of PRINTERS' INK is suspended.

One week later, Wednesday, December 11, the New York postmaster announced himself still unable to say whether the proposed sample copy editions of PRINTERS' INK were or were not admissible. On this account it is hereby announced that in the absence of a decision to the contrary the sample copy editions will be mailed January 15, February 5 and 19, as set forth in the announcement.

HOW TO DO IT.

Bright ideas in advertising or in other lines do not come merely as "inspirations." They come with hard work more often; with application and continued application. The man who keeps at advertising sends out the best ads always, not the occasional writer who picks up tablet and pencil announcing mentally to himself: "Now I'll write a regular stunner."

As you look over the field who are the men distinguished by brilliant advertisements? They are the firms who work at it daily—whose names and goods hold the public eye every hour of the day. You can name them at once.

Keen at it. That's the motto for steady as well as brilliant work.—*Rocky Mountain Druggist.*

THE MECHANISM OF IDEAS.

Civilized man moves forward in the mass. He has leaders—statesmen, philosophers, writers, inventors, artists and captains of industry—but they merely go on ahead and blaze out new paths. No single one of them ever finds a path that is not used by the whole race later. If he does, he is not a true leader. Civilized man follows his leaders as a whole, and the only stragglers are the weaklings. And it is because man moves thus that he is civilized. Barbaric and savage men are unorganized bands.

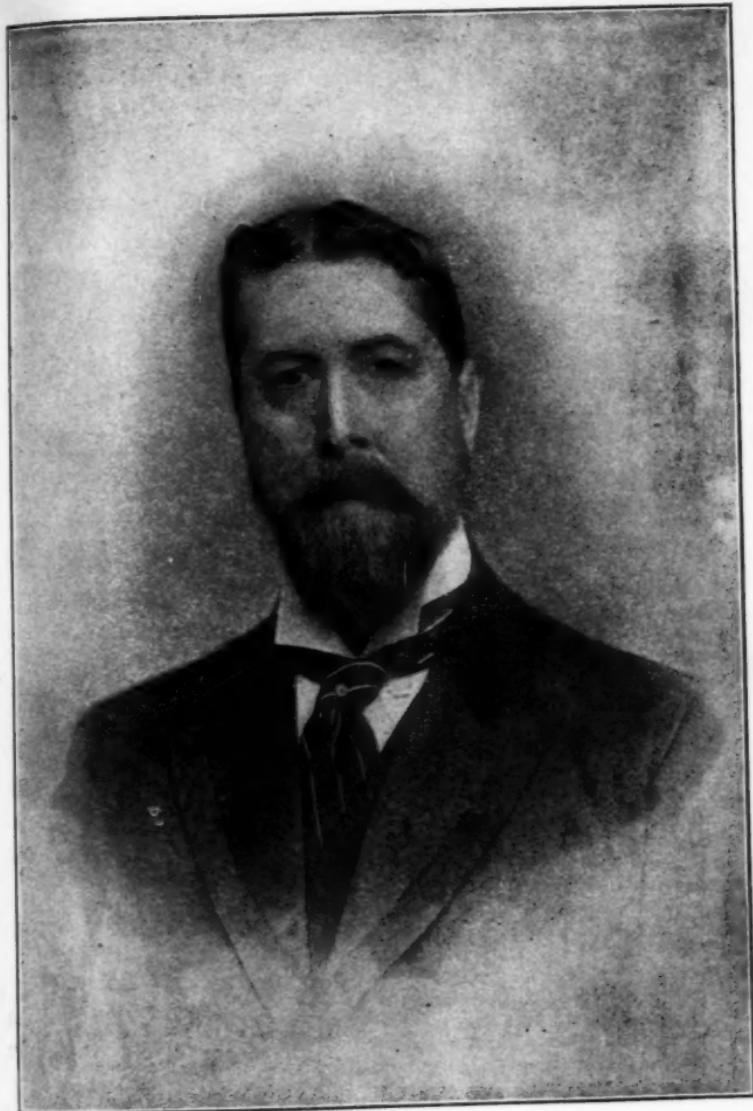
The force that keeps man organized is the force of ideas. Each year has its dominant ideas—each month—each day. Evolution, social reorganization, industrial progress, the abolition of war and universal education are some of the great ideas of the present age. The civilization of China, the cutting of a canal across Central America, rural free delivery and the laying of a Pacific cable are lesser ideas that help in the furthering of the greater ones.

Each new event and condition affects these ideas, be they great or small. Germany tinkers with a protective tariff; a new star is discovered; a president or a king is assassinated; a war breaks out in the Balkans. It is necessary that every man in the civilized mass know of these things. Every man who has money invested, or to be invested, must know of them; every man who is without money to invest must know of them, too, for they influence his life in some degree. Therefore, new events and conditions of all kinds are called News.

The public press—newspapers and magazines and books—is a vast machine for enabling civilized man to find out, quickly and at a moderate cost, just what he thinks about every new event and condition. The mortal who does not keep pace with civilization's dominant ideas becomes a drag upon it. If a majority of mortals

stopped reading papers, magazines and books, the world would become a bear garden, for it would have no music to march to. When a president is shot the newspaper and magazine editors send interviewers to all the leaders, find out what they think of the event, print their opinions, boil them all into editorials and find the dominant idea needed by the race. In one day, or two days, the mass has this idea, knows what it thinks about it, and is shaping its affairs accordingly. The magazines follow a month later with more authoritative views, and later still, when a great writer is born, the thing is incorporated into a book or a system of philosophy. Altogether, it is a marvellous machine—almost as marvellous as the results it produces.

Now, advertising in its larger meaning is the application of this wonderful machine to commerce. The success of advertising depends upon the adjustment of commercial ideas to the mass called civilization. The things that the mass eats, drinks, wears, works with and plays with are part of its civilization. There is a dominant idea to every one of them. The mass is interested in knowing what soap is best, what sewing machine, what novel, what drama. The advertiser uses the news-spreading machine for the purpose of telling the mass what he believes it ought to think about soap, sewing machines, novels or plays. The advertiser is a civilizer. Before Uneeda was invented the mass ate many different kinds of cracker and biscuit—or ate them not at all. The man who invented Uneeda was a sort of biscuit philosopher who discovered that biscuits ought to be of a certain size, put up in modern cartons, at a certain price. He had the latest idea about biscuit, and his idea was news. He used the news-machine to spread his news, and civilized man found that the new biscuit was better than the ones he had been using or getting along without. So he incorporated it into his life and his history, and was more civilized for having it.



John Vay Drury
Samuel Ward

PHILADELPHIA DEPARTMENT STORES AT CHRISTMAS TIME.

INCREASED ADVERTISING BRINGS UNPRECEDENTED CROWDS OF GIFT BUYERS—BUSINESS LARGELY IN EXCESS OF ANY RECENT YEAR FOR THE SAME PERIOD—DEMAND FOR HIGH CLASS GOODS ON THE INCREASE.

By John H. Sinberg.

Philadelphia possesses unsurpassed shopping facilities. Nowhere are the retail stores more imposing or better stocked, and at no time were these great marts of holiday trade more attractive than they are this year. They are rapidly taking on their Christmas garb. In full bloom the displays will be exceptionally diversified and beautiful. The marked activity in nearly all lines of businesses in evidence throughout the year will culminate logically in a prosperous holiday season. Holiday trade is the unerring barometer of prosperity—of the purchasing power of the people.

It is a well known fact that Philadelphia is the greatest department store city in the United States, and the high water mark of holiday shopping during the present season was reached within the past week, when crowds of buyers and sightseers tested the capacities of the big and little stores in the retail section of the city. Market street, Chestnut street and Eighth street, especially in the vicinity of the large stores, are always filled with a surging, rushing, bundle-carrying crowd of shoppers, and sometimes it seems as though traffic would have to come to a standstill, owing to the ever-present solid mass of humanity. The pro-holiday advertising this season was the largest in the history of advertising in the Quaker City, the following firms having used full pages during the past few weeks: John Wanamaker, Lit Bros., Gimbel Bros., Strawbridge & Clothier, Marks Bros., N. Snellenburg & Co., and Partridge & Richardson, while the smaller stores all increased their usual cards. Double page ads were also printed by Lit Bros., John

Wanamaker, Marks Bros. and Gimbel Bros.

Taking past experiences into consideration, the week preceding Christmas is always the heaviest of the year. Several of the leading houses have within the past year enlarged their establishments, those worthy of particular mention being Gimbel Bros., Lit Bros., Strawbridge & Clothier, Marks Bros. (who doubled the size of their store) and N. Snellenburg & Co. Yet, even with this additional capacity, they are finding themselves crowded to the limit with business. The merchants of Philadelphia report business in general far in excess of that of last year at the same period, and the department stores pronounce the volume of trade done during the last week in November and the first week in December as the heaviest in the history of their firms.

Big business was expected by all the large firms, and, soon after the summer season, they began preparations for a greatly increased holiday trade, but the result thus far has eclipsed all anticipations. The leading retail store business is simply phenomenal. The majority of purchasers have raised their standard, and inferior merchandise is growing less in demand. The buyers are asking for better goods, and will not be satisfied with the cheaper grades that have been salable in past years. There is also a growing demand for American-made goods, as it is fast being recognized that in textiles our product is the best in the world. In this direction the change of sentiment has been marvellous.

It is a fact that while labor has cheapened abroad the standard of labor here has been elevated with the quality of goods produced in this country. The silk weaving industry in this country has reached the highest standard, and, in consequence, the former position of leader in silk weaving held by Lyons, France, has passed to this city. Philadelphia's silk trade has made wonderful strides, and this city is now the second silk producing center in the country. The local trade controls three of

the branches, viz.: umbrella silk, worsted and silk mixed dress goods and silk velvet. Twenty years ago there was hardly any silk manufactured in this country. The looms of Lyons sent their silken bolts over here and the American patronage made the manufacturers rich. To-day many of those manufacturers have sold their mills and come to this country, where they have started up plants, which export silk to Lyons.

* * *

A new device which has been installed in most of the big stores is a link belt elevator. With this machine the goods from every floor are brought directly to the delivery department, where they are put in shape for expeditious delivery to the customers. To attend to this branch, besides the packers, there are about 300 men in the delivery department, who at the present season are kept busy daily from sunrise until late at night.

One of the principal features that is given special attention by the large concerns is the safety of the customer. Each house maintains well-drilled and completely equipped fire departments. There are fire departments on each floor, and a full drill of each section is gone through daily. The modern department store, with its vast army of employees, belongs in the category of the wonders of the twentieth century.

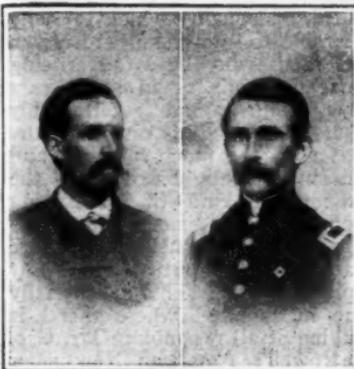
♦ ♦ ♦

FIFTY YEARS A PRINTER.

On Saturday evening, November 30, the residence of Capt. John Lord Parker, editor of the *Lynn (Mass.) Item*, was ablaze with light. That gentleman had for his guests the whole *Item* force and several personal friends of a half century standing. The occasion was the golden anniversary of Capt. Parker's connection with the printing and newspaper business. It was on the eve of Thanksgiving, 1851, when a young lad about 14 years of age was going to a store in Woburn, Mass., to get some raisins for his mother to put into her Thanksgiving pudding, when he met another young man, Frederic A. Flint, who, in their talk, suggested that he apply for work at the printing office of George W. Fowle, proprietor of the *Woburn Journal*. This suggestion was acted upon, and on December 1 of that year young Parker started out as a printer's "devil," and has been en-

gaged in the "art preservative" up to the present time.

At that time Horace N. Hastings, now senior proprietor of the *Lynn Item*, was the foreman of the office, John A. Fowle was editor, and also working there was a brother, Samuel A. Fowle. One of the pleasantest and



IN 1862.

most remarkable features of the reception on Saturday evening was the fact that all five of these gentlemen and also Mr. Flint were present, all in good health and warm in their congratulations to their fellow workman of half a century ago.

The publisher of *PRINTERS' INK* likes to remember that during nearly all the half century now so completely rounded out, he has known, loved and respected this man. He has been a guest in his house, a more frequent boyhood guest in the hospitable parental home of the Parkers; he has seen his friend all too infrequently in these riper years, but likes to recall and count over those days of companionship in boyhood, in young manhood, in mature life and then all too few in the time of approaching age (already very, very near), and to recall that during all the time never to eye or ear did there come an impression of any characteristic or act that was not sincere, chivalrous, honest, direct and manly. He has often said that the one man he has known in life who has most impressed him as the personification of truthfulness of word and purity of thought has been and is this same John L. Parker, so long editor of the *Lynn (Mass.) Item*.

THE more difficulties you surmount the greater your reward will be.—*The Advisor, New York City.*

WITH ENGLISH ADVERTISERS.

By T. Russell.

The man who buys anything but advertising space purchases quantities that are readily ascertained, and quality which is easily referable to some standard. Even the man who buys advertising space on walls or in street cars buys definitely and ascertainably what he sees. It is only the purchaser of the most valuable and the most enlightened and the most useful kind of advertising space, namely, space in newspapers, who has considerably more than nine times out of ten to buy a pig in a poke. This is especially true in England where there is nothing at all resembling Mr. Geo. P. Rowell's American Newspaper Directory. The very best newspapers are the very worst offenders against the principle that honest people ought to tell honestly what they are selling. The *Times* is the worst offender. The most famous, the most august, infinitely the most important newspaper in the world, takes your money and deliberately refuses you the opportunity to ascertain whether it charges you fairly or unfairly. I once asked Mr. Moberly Bell, business manager of the *Times* (and no paper ever printed ever had a better business manager) what was the circulation of the *Times*.

"That is Mr. Walter's private business," he replied.

"Doesn't Mr. Walter think that when he asks people to advertise in the *Times* he ought to let them know how much advertising he offers, Mr. Bell?" I asked.

"Nobody has ever been asked to advertise in the *Times*," was the reply. "If people want to advertise, they come along of their own accord."

* * *

I have not the smallest doubt that the American Newspaper Directory has more to do than any other thing with the immensely greater proportion of known circulations in the United States compared with this country. I wish we had something like it here. If any one wanted to do for

us what the American Newspaper Directory does for the United States, I would gladly recommend the proprietors of the several advertised articles to whom I act as adviser to subsidize the undertaking a thousand dollars a year; and I believe that it would pay English advertisers as a class to chip in and not only support the Directory but also help it to compel all newspapers to state their circulation.

* * *

The trouble about newspaper directories both here and in America and in France, and in fact in all countries where I have ever had anything to do with advertising—and the trouble about the American Newspaper Directory, too, in a measure—is that they are paid for by the wrong people. The American Newspaper Directory, it is true, gets itself paid for by the purchasers (but not enough, not enough in proportion to its usefulness and cost as a book; not nearly enough in consideration of its value to your advertising community); and there is one Directory here, Mitchell's (out of sight the best English one, but it makes no attempt to rate circulations), which can only be got by the process of paying for it. But, by and large, it is newspapers that have to pay, by their advertising patronage, for newspaper directories.

* * *

Now, that is all wrong. If a directory has to live chiefly on the patronage of newspapers, it is difficult to keep it above suspicion, and it is impossible to keep it above accusation, of unfairness, if it rates circulations. There ought to be enough "savvy" and enough coherence and enough liberality among advertisers to support an independent directory. Twenty really big advertisers in England and about a hundred big advertisers in America could, among them, gain enough by the existence of a real circulation rater to more than pay the cost of it. It is only silly jealousy and mean-spiritedness that keeps us from doing it. Because everybody would get the benefit of it, no-

body cares to bear the tangible part of the expense. They want some one to get it fixed so that every one has to chip in, a physical impossibility.

* * *

But a directory isn't the only way that proved-up circulation could be made universal. If the chief advertising firms would only meet across a table, and draw up an honorable pledge (and honestly observe it afterward) to stick to one another, and pull out of every paper that did not prove up by a certain, and a very near date, the thing would be done. Will it ever be done? No. We haven't enough coherence.

* * *

It is pleasant to know that the world's record daily newspaper advertisement (Godfrey Phillips & Company's four-page cigarette advertisement in the *Star* on November 12) produced something like a world's record effect. There was such a run on the brand of cigarettes advertised—a run so entirely exceeding all the extensive preparations that had been made to meet it—that (as I learn) the firm are even now some five million cigarettes behind their orders, and this in face of the fact that the tobacco war just now on is so flooding every paper with large cigarette advertising that competition is lively. There is no doubt that a really sensational advertisement produces much more than a momentary effect in a good medium.



HAVE a definite purpose to accomplish and exert all your energies toward accomplishing it.

DOUBLE HEADERS.

LYMAN D. MORSE ADVERTISING
AGENCY, 38 Park Row.
Established Over Fifty Years.
NEW YORK, Dec. 5, 1901.

Editor of PRINTERS' INK:

On page 58 of your issue, you give the circulation of the Detroit *Tribune* as 74,852. The publishers only claim about 15,000 circulation for that paper. Possibly you intended the rating for the *News*. Very truly yours,

LYMAN D. MORSE ADV. AGENCY,
Irving M. Dewey.

The circulation figure accorded is taken from the December issue of the American Newspaper Directory for 1901. It should have been given for the *Tribune-and-News*. The *Tribune* is a morning paper, the *News* an evening sheet. Both are published from the same office, and an advertisement ordered into one, the publishers assert, is in all cases given insertion in the other. Under the conditions that exist it is not of special interest to know what the exact figures for each paper may be.

There are many similar cases where a combined circulation is accorded to two papers. The Boston *Globe*, *Herald* and *Journal* are three separate instances. In one of these there is a slight difference in name, but the circulation accorded is for both editions. The same is true of the Springfield (Mass.) *Union* and the Washington (D. C.) *Times*. In Richmond, Va., the *Times*, a morning paper, is combined with the *Leader*, an evening issue. The *Item* of Philadelphia is another case, but in the last instance evil-disposed persons assert that Mr. Fitzgerald, the proprietor, claims a larger issue daily than he prints in a week.

A PROPHET AND HIS OWN COUNTRY.

The majority of advertisers in WASHINGTON use THE EVENING STAR exclusively. This is because it completely covers the field.

M. LEE STARKE, REPRESENTATIVE:
NEW YORK, Tribune Building. CHICAGO, Boyce Building.

LEAKS.

In every mail order business there are leaks—where time and money are wasted. If the business is a big one, the leaks affect the profits very seriously.

Leaks are a sure indication of the lack of an efficient system—and a mail order business, above all others, needs a system as near perfection as can be devised.

The advertisements of a mail order business which are simply intended to bring inquiries for catalogues appear in ten magazines, and each advertisement is keyed. When the inquiries come in, they are credited to the magazines as shown by the key addresses. The catalogues are sent out, and the orders begin to arrive. Now, if the system does not provide for the crediting of each magazine with the number and cash value of the orders that come in through inquiries originally brought in by that magazine, the system is defective, the results misleading.

It is possible for a magazine that brings in five inquiries to be more valuable than a magazine which brings in five hundred. The magazine which brings in five inquiries may sell \$300 worth of goods, while the other, which brought in five hundred inquiries, may only sell \$250 worth. It is the "cost per order," not the "cost per inquiry," which counts.

But the average mail order advertiser doesn't think of this. He drops the publication which brought in only five inquiries, and doubles his space in the other one.

Another prolific source of leaks is the follow-up system. A number of people who read this are going to hold up their hands in holy horror and call me a heretic—but the fact is, that the follow-up system is a dangerous toy.

I know of one mail order advertiser who followed up his inquiries once a month. He had a mailing list of about 45,000 names, which was constantly on the increase. One day the notion struck him to tabulate the results. He picked out the records of correspondence leading to several hundred orders, and they figured out like this:

Orders within one month from

date of inquiry, 52 per cent; first follow-up, 27 per cent; second follow-up, 11 per cent; third follow-up, 4 per cent; fourth follow-up, 3 per cent; fifth follow-up, $\frac{1}{2}$ per cent; after the fifth follow-up, 1 per cent.

In other words, this man had obtained 90 per cent of his business by using two follow-up letters, leaving the profit on 10 per cent of it to cover the expense of following up about 45,000 people six times. His follow-up matter cost him, including printing, postage, addressing, etc., about 3 cents each. So the expense figured out about \$8,100—and the receipts didn't begin to cover it.

That \$8,100, invested in magazine advertising, would have brought him in at least 20,000 inquiries—fresh names—which he could have worked at a profit.

Now, this man had a system whereby he could tell how his follow-ups were paying, but he didn't take advantage of it until he had wasted a lot of money. There are hundreds of other mail order advertisers whose system tells them nothing. They use the follow-up plan because it has been drilled into them that it is a good thing.

It is only right and proper that a mail order advertiser should look up every possible means to increase his business. He should advertise in as many ways as he can afford, but, above everything else, he should know, as accurately as possible, just what every dollar invested in advertising is earning.

Any man with a clear head can devise a system of keeping his records which will tell him this, and the mail order advertiser who neglects to do so is doomed to failure, sooner or later.

W. S. HAMBURGER.

THE INDISPENSABLE BARGAIN.

Bargains are necessary. Advertising is necessary. Truth is necessary; exaggeration is permissible only to a slight extent, and, strange to say, a slight exaggeration is better than an understatement.

The woman or the man bargain buyer is always delighted to believe that he or she has got something worth \$1 for 50 cents. You disappoint this class of people when you do not give them things once in a while at half price. They like a bargain.—*Dry Goods Economist.*

**OUT
December
2 d**

The
**American
Newspaper
Directory**
for 1901 *December Issue*
Is Now Ready

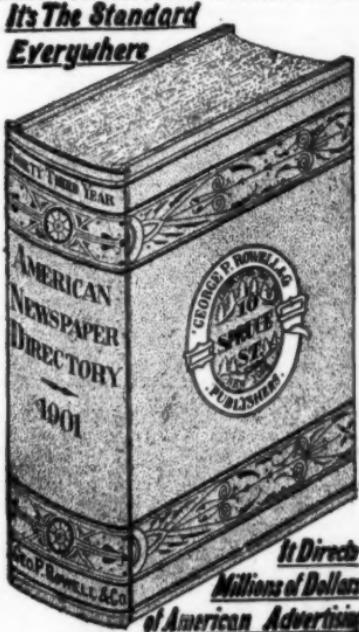
We have not been without a copy of the American Newspaper Directory since we have been users of advertising space. We could not well get along without it.

NEW YORK, September 11, 1901.

SCOTT & BOWNE.

A newly revised edition of the American Newspaper Directory for 1901 was issued Monday, December 2, with circulation ratings brought up to date. Over 1,700 pages

Price \$5—sent carriage
paid on receipt of price.



*It Directs
Millions of Dollars
of American Advertising*

ADDRESS ORDERS TO

**GEO. P. ROWELL & CO., Publishers,
10 Spruce Street, New York.**

SOME GEORGIA CIRCULATIONS.

ALSO A POSTOFFICE VIEW OF THE METHOD OF OBTAINING THE SAME.

ATLANTA, Ga., Nov. 28, 1901.
Publishers' Printers' Ink:

My attention has been called to an article on page 8 of *Printers' Ink* of November 27.

You quote the circulation of the *Sunny South* at 12,500, this being based upon your report of 1900. This classification gives the *Sunny South* credit for but one-fourth of its actual circulation.

I call your attention to the inclosed statement from the manager of the *Sunny South's* circulation department. Permit me to say in this connection that the *Constitution* did not acquire possession of the *Sunny South* until January of this year, after your last year's report had been issued. We at once changed it from a monthly to a weekly publication. Its first issue under its present management appeared March 9. Prior to that issue we had advertised very extensively throughout the South that the first ten issues of the paper would be sent free to all applicants, after which the rate would be fifty cents a year. We received thousands of requests for these ten issues, and we kept a force of eight or ten young ladies busy recording and classifying the names. This accounts for the fact that the number of papers issued during these ten weeks from March 9 were larger than those dated after May 4, at which time the *Sunny South* began its normal bona fide paid circulation. Since May 18 no sample copies of the paper have been printed except those of October 19.

Every paper given in the attached statement of circulation after May 9 is that of an actual, bona fide subscriber, the list now being over 50,000 weekly, as will appear from the record herewith inclosed.

The *Constitution* bought the *Sunny South* for the purpose of awakening it from its long sleep and of enthusing it with such energy and enterprise as would make it a creditable weekly literary publication. The response has far surpassed our expectations, and while we have spent a great deal of money in putting the paper on its present basis, we feel that the results have justified our efforts.

As to the *Weekly Constitution*, the actual bona fide paid circulation of the paper approximates 100,000. You will observe, therefore, that in issuing the sample copies referred to we did not transgress the rules of the Postoffice Department, which authorizes us to issue samples to the extent of approximately double the whole number of copies regularly issued.

Very truly yours,

Clara D. Moore

Actual circulation *Sunny South*, press register:
 March 9..... 54,000

March	16	50,000
	23	58,000
	30	63,000
April	6	55,000
	13	55,000
	20	75,000
	27	80,000
May	4	52,000
	11	52,000
	18	45,000
	25	45,000
June	1	45,000
	8	45,000
	15	45,000
	22	45,000
	29	45,000
July	6	45,000
	13	55,000
	20	45,000
	27	45,000
Aug.	3	45,000
	10	45,000
	17	45,000
	24	45,000
	31	45,000
Sept.	7	45,000
	14	45,000
	21	45,000
	28	45,000
Oct.	5	45,000
	12	45,000
	19	100,000
	26	45,000
Nov.	2	45,000
	9	46,000
	16	50,000
	23	50,000
Total		1,930,000

Average for 38 weeks.... 50,790

As manager of the circulation department of the *Sunny South*, I do hereby solemnly swear and affirm that the figures given above present a true and accurate statement of the number of copies of said publication printed and circulated between March 9 and November 23, 1901.

With the exception of the issue of October 19, the list represents the bona fide paid circulation of the *Sunny South*, the issue of October 19 being a special issue of double the amount of the regular circulation.

I do further solemnly swear and affirm that the first issue of the *Sunny South* under its present management appeared March 9, 1901, the paper at that time being changed to a weekly publication. Prior to this, under its old management, it had been circulated as a monthly at one dollar a year. Its present management changed the price of the paper to fifty cents per year, and issued the paper weekly instead of monthly.

W. F. CRUSSELLE,

Manager Circulation Department *The Sunny South*.

Sworn to and subscribed before me, November 28, 1901.

R. A. HEMPHILL, Notary Public, Fulton County, Ga.

A reporter for *Printers' Ink* called at the New York postoffice, conferred with the First Assistant Postmaster and quoted to him that portion of Mr. Howell's letter which reads:

"We had advertised very extensively that the first ten issues of the paper

would be sent free to all applicants, after which the rate would be 50 cents a year. We received thousands of requests for these ten issues, and we kept a force of seven or eight young ladies busy recording and classifying the names."

Thereupon the First Assistant Postmaster responded: "They could not send them out as second class matter. If they do they lose their rights to mail at the pound rate."

THE GREATEST WEEKLIES.

INCLUDING SUNDAY EDITIONS OF DAILY PAPERS.

San Francisco	Chronicle, Sunday	79,924
	Examiner, Sunday	A
Washington	Examiner, Weekly	A
Chicago	National Tribune	110,630
	Record-Herald, Sunday	154,150
Elgin	Tribune, Sunday	75,000
Indianapolis	Evening Herald	114,619
Girard	Ram Horn	111,698
Boston	Young People's Weekly	228,389
Kansas City	Indiana State Sentinel	76,963
St. Louis	Appeal to Reason	118,345
	Herald Sunday	259,074
	Christian Endeavor World	94,903
New York	Youth's Companion	94,903
Cleveland	Journal	94,903
Toledo	Star, Sunday	92,553
Philadelphia	Star, Weekly	120,181
Williamsport	Globe-Democrat, Sunday	140,069
Montreal	Globe-Democrat, Weekly	89,690
	Post-Dispatch, Sunday	100,759
	Republic, Sunday	86,583
	Republic, Weekly	143,633
Utica	Deutsch-Amerikan Farmer	A
Columbus	Freie Presse	A
Cincinnati	Herald, Sunday	A
	Journal, Sunday	A
	Sun, Sunday	A
	World, Sunday	A
	American Agriculturist	85,976
	Christian Herald	222,009
	Collier's Weekly	230,749
	Sabbath Reading	A
	Saturday Globe	A
	Ohio Farmer	95,428
	Blade	166,904
	Inquirer, Sunday	166,882
	Record, Sunday	154,024
	Forward	A
	Saturday Evening Post	A
	Sunday School Times	A
	Pennsylvania Grit, Sunday	104,316
	Family Herald and Weekly Star, Sunday	118,383

Above is printed a complete list of all American weeklies to which the December issue of the American Newspaper Directory for 1901 accords a circulation rating of exceeding 75,000 copies. It should be noted that letter ratings, in the Directory, are only given to papers that will not, or do not, furnish information upon which an exact and definite rating, in plain figures, may be based.

NOTE.—If there is any weekly in the United States actually printing an average edition of as much as 75,000 copies and not having a place on the above list, PRINTERS' INK would be glad to have information concerning that interesting fact.

DIFFERENT classes of advertising are governed by unwritten laws—and it is only the occasional exception which succeeds by disregarding them.—*The Advisor*.

THE SOUTHWEST.



OKLAHOMA.
Guthrie—State Capital.

TEXAS.
Dallas—News, Times-Herald.
Fort Worth—Mail-Telegram.
Houston—Post, Baptist Standard.

ARKANSAS.
Little Rock—Democrat, Methodist, Gazette.
LOUISIANA.
New Orleans—Item, Picayune, States, Times Democrat.

MISSISSIPPI.
Vicksburg—Herald, Sunday.

The man who would advertise to reach the people of the Southwest is not likely to be very thorough. It is a large territory and not very densely populated. He will be likely to get about as much for his money if he should spend it liberally with the papers named above as he will by dividing it up, giving these only a portion and another portion to other papers. The advertiser can never reach everybody. He should content himself by addressing the most people he can of the best sort, for the money he has at command.

NOTE.—Suggestions are invited whereby this list may be changed so as to be better calculated to reach the people of these States without increasing the number of papers.

CATCH-LINE OF WELL-KNOWN AD ILLUSTRATED. ATLANTIC GAS COMPANY.



"MAKES ITS OWN GAS."

"CALL ON GEORGE ROBINSON."

Somebody once said that every advertiser ought to have a way of his own, and not follow in the footsteps of anybody. That's difficult advice to follow, for the multitude, but now and again we hear or see that an original style of advertising is being introduced, and we debate upon its merits or demerits.

Now, it is against professional decorum for the legal profession to advertise like ordinary mortals, hence, when members of that profession seek publicity at all, they must go a new way about it. There is at the present time a legal gentleman doing a big business in New York, and he increases that business in the following ingenuous and ingenuous manner.

Anybody who is in the habit of reading the "Personal" columns of the New York *Herald*—particularly on Sundays—is sure to find a half dozen or more paragraphs similar to these:

"Burton C. Stevens, formerly Niagara Falls, please call on lawyer George Robinson, 99 Nassau street, New York."

"A Wesley Hall, formerly of Connecticut, call on lawyer Geo. Robinson, 99 Nassau street, New York."

"George Leggett, husband of Bridget, formerly Princeton, N. J., call lawyer George Robinson, 99 Nassau street, New York."

And so on, ad infinitum. Lawyer George Robinson's name is very frequently repeated as you read down these columns—and there are many thousands of the curious who make these columns a study—and as the ads are changed every week, different people being advertised for, the impression gains ground that lawyer George Robinson must be doing a big business, and is, of necessity, a very popular legal light.

That, I should gather, is the exact idea Mr. Robinson wishes to be conveyed to the public, and, if his ads are really genuine, he manages to kill two very good birds with the one stone. He not only advertises for other people, but advertises himself at the same

time, and he does so in such a novel way that the ordinary reader never thinks that the announcements are intended to advertise the lawyer's own business.

Among the many curious readers of the "Personal" column there are always plenty of those who are either sued or suing others, or are fugitives from justice themselves or on the lookout for such fugitives. The "Personal" columns of the *Herald* have for years been the means of communication between such people—those who have cause to hide and those who have reason to find the hiders. A large percentage of these readers are the very kind that an astute lawyer wants to reach—the people who are most likely to require his services. Hence, we understand why "Lawyer George Robinson's" name appears so frequently in that particular part of the paper.

George Robinson is one of the most cleverly advertised lawyers in the city to-day, and he does not spend very much on his advertising. And, if he did, it is more than likely that the publicity is charged to the accounts of his various clients, for whose friends, or witnesses, etc., he so persistently calls. Every one of his ads seems to say, between the lines, "If you want any legal advice or service 'call on George Robinson!'"

JOHN S. GREY.

ILLUSTRATED HEADLINE.



A STRIKING PROPOSITION.

Special Issue of
PRINTERS' INK
to Distillers 
PRESS-DAY, DECEMBER 31

PUBLISHERS of first-class trade and class papers—leading dailies and weeklies, will easily recognize the distinct advantage which this special issue offers.

It is mailed to every *Distiller* in the country for the primary purpose to induce these people to become subscribers to PRINTERS' INK. Wines, liquors and other beverages are advertised on a larger scale than ever before, and, if you have a proposition which will interest these people, you can bring it to their attention in PRINTERS' INK more forcibly and cheaper than through any other channel.

Advertising rates, \$100 per page. Smaller space pro rata. Address orders to

PRINTERS' INK
10 Spruce St., New York

MR. PORTER HEARD FROM.

THE "STANDARD UNION."
BROOKLYN, N. Y., Dec. 2, 1901.

Editor of PRINTERS' INK:

Mr. Porter's letter, whose occasion is shown in its first sentence, is accompanied with a memorandum, of which this is a copy: "I don't know as Mr. Rowell would care to publish this letter, but if he would, it might do good. Should be glad to have you give it to him." All of which is respectfully submitted, with the request that a marked copy containing any reference to the matter be sent to

Yours truly,
H. L. BRIDGMAN,
Business Manager.

EFFINGHAM HOUSE,
ARUNDEL STREET, STRAND,
LONDON, Eng., Nov. 21, 1901.

Dear Mr. Bridgman:

I wish to thank you for your kind favor of the 12th inst., inclosing clipping from PRINTERS' INK. This had already come to my notice, and my first thought was one of resentment against Mr. Rowell that he should have written me up in the way he did, and I was tempted to communicate with him on the subject. But on second consideration I thought it was just as well not to rush into print, particularly as I am not looking for that kind of notoriety. I noticed particularly what Mr. Rowell had to say in regard to things he did not understand, with reference to my business; but I find that by strict application to one's own business a man does pretty well in this world if he succeeds in understanding that.

As the matter in question concerned only my publishers and myself, I did not see the necessity of enlightening Mr. Rowell as to just why it seemed best not to publish a list of my papers; or why my papers thought it best not to discuss with the representative of PRINTERS' INK what arrangement might be with me.

In fact, I have not allowed myself to stop and consider what anybody thought, but have been devoting every moment of my time and attention to furthering the interests of this office. The methods of business intercourse are so radically different in England to anything that we are accustomed to that it requires a close student of human nature to adapt himself successfully to their ways. At the same time the fact remains that there are great possibilities along such lines of business as must seek newspaper publicity, and the work that has been accomplished cannot but be of lasting benefit to the daily papers of America. It has, indeed, been surprising to see how little the average English manufacturer has known of the possibilities of our market; and while they have devoted immense sums of money to advertising in other countries in all parts of the world for the purpose of encouraging this general export trade, American possibilities have been entirely put aside, as it involved so many unknown

conditions that they seemed afraid to tackle it. Consequently, my work has been a campaign of education, bringing to their attention in as forceful manner as possible the conditions of similar lines of business at home, the character and extent of their advertising, and the enormous demand for any meritorious article. The question of laying their goods down in our market on a profitable basis has naturally been the first subject for discussion. And I can assure you that to-day there is a very long list of advertisers who are for the first time taking up this subject seriously. The book which I recently published, and which is now in the hands of practically every concern in England which is at all possible for us, has been most favorably commented upon here, and I am satisfied it will prove a most profitable investment. It is my purpose next year, if possible, to publish a weekly paper devoted to the interests of the American market, containing statistics of our trade returns from Washington, and many features which will be of interest to British manufacturers. It is my ambition to see the day, and I do not think it is very far off, when this office will be a great factor in our British imports.

To a representative of PRINTERS' INK who called at the office of the Brooklyn *Standard-Union*, Mr. Bridgman said:

"The *Standard-Union* is represented in London by Mr. Porter, and has in common with other New York papers, subscribed \$300 toward the fund which he is using to further American daily newspaper advertising with British manufacturers and advertisers. Mr. Porter made a survey of the British advertising field before he submitted his plan to us, and, as he seemed to be an honest, energetic chap, and came well recommended, we thought that a three years' trial of his plan was worth the money it would cost us. The personal equation enters largely into such an enterprise. We do not look for direct results from Mr. Porter, nor did he lead us to believe that we were to receive them. He is doing a sort of missionary work that will, in all probability, benefit all American newspapers as much as it benefits subscribers. Some one has to put up the money for such work, and we subscribed our share. Mr. Porter is well informed regarding the British field, and we believe that our subscription will, sooner or later, bring us results. As for a list of the dailies represented by him, we have never had one; have

never thought it an important matter."

Louis M. PORTER, Special Representative of the American Press in the Interests of Foreign Trade.
Cable Address: "Cremo."
LONDON, Eng., Nov. 29, 1901.

T. Russell, Esq., London Correspondent of PRINTERS' INK:

With regard to the list of papers which you ask for I am afraid I will be unable to furnish this, as I do not see that it will serve any particular purpose or be of much interest to the readers of PRINTERS' INK.

In the first place, as you understand, I am not selling a list of papers to the advertiser. As a matter of fact, the work is operating in the interests of every metropolitan paper in America which has a reasonable excuse for being on any general list that goes out. The relative merits of the papers or the rates which can possibly be obtained is the last thing to be taken up and considered. When I have got the advertiser to a point where he is willing to enter into negotiations for the distribution of his goods in America and has settled on his distributing house, it is time enough to take up the question of an appropriate list, which is dependent not only on the territory in which it seems advisable to commence operations but also on the character of his business.

My mission here is to carry negotiations to a point where advertisers are prepared to consider a proposition for advertising; prepare an estimate covering such papers as we may have decided to use, working out a schedule, size of ads, and, if necessary, getting up the copy. In other words, doing anything to place the matter before them in some tangible shape which will show exactly what can be obtained for a specified amount of money. All this is part of the workings of this office, but from here on the agency must take it up. In due course it will probably drift into the hands of some American advertising agency.

One thing you may be sure, that there is a long list of British advertisers who, while they have devoted large sums of money to advertising their products in various parts of the world for the purpose of encouraging their export trade, are for the first time seriously considering the question of the American market, and who must eventually turn their attention to newspaper advertising.

Advertising is done here on a scale which we know very little about, and the annual expenditures of some houses run into figures which I think would rather astonish the agencies at home.

All they require so far as we are concerned is education, conscientious and persistent effort, and willingness to adapt yourself to their ways of doing business. Very truly yours,

Louis M. PORTER.

WHEN men tell you on a street corner what they propose to do bear in mind they will pass other corners before reaching home.—*Publicity by Specialists.*

HOW DO THEY DO IT IN CHICAGO?

A gentleman who has been in a position to employ large numbers of educated young men in Boston, New York and Philadelphia, says he has become accustomed to three distinct types of the letter of introduction.

In Boston: "Permit me to introduce Mr. Jones, who graduated with highest honors in classics and political economy at Harvard, and later took a degree at Berlin. He speaks and writes French and German, and if you employ him I am sure his learning will make his services extremely valuable to you."

In New York: "The bearer, Mr. Brown, is the young fellow who took hold of Street & Company's Chicago branch when it was so run down, a few years ago, and built it up to a hundred thousand a year. He also made a great hit as Jackson & Company's representative in London. He's a hustler, all right, and you'll make no mistake if you take him on."

In Philadelphia: "Sir: Allow me the honor to introduce Mr. Rittenhouse Penn. His grandfather on his mother's side was a colonel in the Revolution, and on his father's side he is connected with two of the most exclusive families in our city. He is related by marriage with the Philadelphia lady who married Count Taugenichts, and his family has always lived on Spruce street. If you should see fit to employ him, I feel certain that his desirable social connections would render him of great value to you."—*Atlantic Monthly.*

Why Young Men Interested in Advertising Should Read PRINTERS' INK

Because it will give them both theoretical and practical knowledge on the subject of advertising.

Few young men have opportunities to learn advertising by personal experience. They should, therefore, read the interviews with prominent advertisers that appear regularly in *Printers' Ink*, and learn of the experience of others. They should read the reports from trade centers by *Printers' Ink* correspondents, telling of progress made, new ideas originated and plans that have proven successful. They should study the model advertisements reproduced from current periodicals by *Printers' Ink*. This will acquaint them with up-to-date methods and keep them in touch with practical men.

Printers' Ink publishes the best articles on all things pertaining to advertising. It is edited by men who have given the subject of advertising years of thoughtful study, and leading advertisers contribute to its pages regularly.

Young men can acquire their advertising education at a minimum expenditure of time and money by reading *Printers' Ink*.

PUBLISHED WEEKLY.
SUBSCRIPTION PRICE \$5.00 PER YEAR.
SAMPLE COPY 10 CENTS. ADDRESS WITH CHECK.

GEO. P. ROWELL & CO.,
PUBLISHERS,
10 Spruce St., New York.

Written by C. A. Sommer, Lincoln, Nebraska.

NOTES.

A. R. OTIS, Kendallville, Ind., issues a neat folder entitled "Some Early Christmas Suggestions."

W. B. POWELL is ad manager of the May Company, Cleveland, Ohio, coming from the Manix Store, Nashville, Tenn.

Two very vividly colored street car cards were used especially for the holiday advertising of the May Company, Cleveland, Ohio.

NEWSPAPERS carry more information to more people at less cost than all other kinds of advertising combined.—*Los Angeles Herald*.

PAUL BLOCK, of 311 Vanderbilt Bldg., New York City, will be the representative of the Washington, D. C., *Post*, having charge of the foreign advertising of the same.

"ABOUT a Good Drug Store" is a small folder from Gilder & Weeks, Newberry, S. C. Its principal merit is its willingness to quote prices.

THE James Howard Kehler Company, 324 Dearborn street, Chicago, send out a booklet on behalf of booklets, which they undertake to write, design and print. It is convincing.

THE Bedek Company has selected as its Western advertising representative for *Truth*, *My Lady* and *The Farm* Harry G. Sommerman, whose offices are in the Boyce Building, Chicago.

Cole's Bulletin is a four-page monthly store organ, published by Cole & Company, Jewell, Iowa. It is an attractive paper, but would be helped, doubtless, by matter of a more general nature.

THE H. W. Johns Manufacturing Company, 100 William street, New York, issue a small folder describing their asbestos packings. It is notable neither for matter nor mechanical execution.

THE John Gund Brewing Company, LaCrosse, Wis., sends out a large lithographed wall calendar for 1902—a woman's head inclosed in a bronzed medallion frame. It is a handsome piece of work.

WHEN the great North German Lloyd liner Kronprinz Wilhelm made her maiden trip recently she carried among her passengers an expert photographer, who secured pictures which showed the vessel at her best.

THE *Mail and Express* Christmas number was in such demand that though over 100,000 were run off the presses not a single copy was to be obtained from stands or news boys by dark on the day of issue.

JOHN DORSCH & SONS, Milwaukee, Wis., issue a catalogue of ice plows and ice tools. The matter is printed in one size of type and avoids the confused arrangement of many similar books, but the cover is tasteless.

THE late Governor Pingree of Michigan subscribed to a clipping bureau, and kept all the printed comment about himself. This was kept in a set of

scrapbooks, which are said to contain 45,000 columns of newspaper comment.

THE Postoffice Department has received word through the State Department that the Peruvian Republic has abolished the payment of postage on all kinds of newspapers, which hereafter will be transported free in that country.

THE mass of investment publicity printed in some of the New York Sunday editions is convincing proof that there are vast fortunes to be made in the new oil and gold fields—by the publishers who run this class of advertising.

CHARLES H. HAMBLY, Philadelphia, issues a small pocket catalogue of jewelry for Christmas gifts. The cover and printing are both excellent, and the halftones come as near showing jewelry as any halftones or other pictures ever will.

THE coming year will be the fourteenth in which *Comfort*, Augusta, Me., has had the largest circulation of any periodical ever published anywhere in the great wide world. Or, at least, that is what is said upon a blotter that comes from the *Comfort* office.

FRANK MUNSEY has now one of the great opportunities of a lifetime to make a great newspaper record. It rests with himself, if he has the ability to do so, presuming, of course, that he has the necessary finances to aid him.—*National Advertiser*, New York.

THE St. Paul (Minn.) *Globe* will occupy its own building and operate its own printing plant after January 1. For a number of years past the *Globe* has leased its quarters and press facilities. Under this coming arrangement the *Globe* expects to show a decided gain in all departments.

THE McDonald Press, Cincinnati, sends out a calendar for the first two months of the new year upon which is reproduced one of a series of paintings by A. Mucha, the French poster artist. The picture and reproduction are both works of art, and the idea of sending out a new calendar each two months is distinctly good.

BEGINNING with the December issues, *Ad Sense* and the *Mail Order Bulletin*, the latter being a new publication, will be combined, with headquarters in the Marquette Building, Chicago. The new publication will be known as *Ad Sense and Mail Order Bulletin*. It will be issued in regular magazine form.

THE Addison County (Vt.) Newspaper Association issues a neat booklet in the interest of the five weeklies combined under that name. These are the Vergennes *Enterprise* and *Vermont*, Orwell *Citizen* and *Tribune*, Middlebury *Record*, New Haven *News* and Bridgeport *Sun*. Their combined circulation is claimed to be 4,400.

ABRAHAM & STRAUSS, Brooklyn, issue a handsome catalogue of holiday books that can be had for small prices at their book department. The illustrations that are furnished so lavishly by book publishers for literature of this sort have been run on a quality of paper that

brings out all their beauties. Such a book ought to be very effective at holi-day time.

THE Aeolian Company, New York, sends out a large booklet advertising the Pianola. It reviews the three years career and tests of the instrument, and quotes the favorable opinions of many authorities. The cover is tasteful, and the typography and pictures throughout the book are good. A daintier size would have been easier to handle and read, perhaps.

MODERN office furniture, from the desk to the door mat, is nearly all American in every up-to-date London es-tablishment. One sits on a Nebraska swivel chair before a Michigan roll top desk, writing one's letters on a Syracuse typewriter, signing them with a New York fountain pen and drying them with a blotting sheet from New Eng-land.—*London Mail*.

THE completion of the first half year of the Philadelphia *Times* under its present ownership gives just cause for congratulation without risk of boasting. Not since the establishment of this paper, more than a quarter of a century ago, has there been in Ameri-can journalism such an instance of suc-cess in so short a period.—*Editorial, Philadelphia Times, Dec. 9.*

THE Lowell (Mass.) Sunday *Tele-gram* is about to add four more pages. The *Telegram* is the only Sunday paper published in Middlesex County, and is delivered direct to the homes in the towns just the same as in the city by regular carriers. The *Telegram* car-ries more home advertising than any two other Lowell papers combined, and has done so for the past two years.

PRESIDENT ROOSEVELT reappointed Cornelius Van Cott to be Postmaster at New York December 9. Mr. Van Cott has twice before been appointed Postmaster of New York, by President Harrison in 1889, and by President McKinley in 1897. If he serves out the present term, for which he has been named by President Roosevelt, he will have held the office twelve full years.

THE home savings bank idea has been adapted to the real estate business by the McNulty & Fitzgerald Company, Brooklyn. Upon payment of one dollar upon any lot selected in their subdivi-sions the purchaser receives a contract and a bank. Every thirty days the lat-ter is brought to the firm's office and the amount contained in it is credited on the contract with six per cent in-terest.

IN London they have a street lamp which provides a stream of boiling wa-ter and dispenses tea, coffee and coco-a. The heat of the lamp warms the water and by dropping a cent in the slot a gallon of boiling water may be had. Two cents brings you milk, sugar, tea, coffee, etc. The light and heat are pro-vided by the city, which co-operates with a private corporation that fur-nishes the rest.

THE commerce of the Philippine Islands during the quarter ending Sept. 30, 1901, is shown in a copy of the *Manila Times* of November 2, which

has just reached the Treasury Bureau of Statistics. It shows that the United States stands second in the countries from which importations were received during the quarter, and second in the list of countries to which exports were sent during the same period.

COMMERCIALISM has entered upon the work of supplying free public libraries to small communities, says the New York *Post*. This development is seen first in Indiana, where a company has been organized to furnish a library of 200 volumes of modern literature to each township in the State. The cost of the books and of their transportation is to be met by advertisements printed on leaves to be inserted in the books.

THE Paris correspondent of the *Times* says that M. Roty, the celebrated engraver, has sent to the mint a very fine design for a medal commemorating the centenary of the foundation of the Bank of France. No French institution, says the correspondent, has contributed more to the development of trade and industry. In its first year its operations totaled 110,000,000f. The total in 1899 was nearly 18,000,000,000f.

"THE Right Way" is a little brochure sent out by the *Foreign Buyer*, New York, in which a plan is outlined for making export advertising, accompanied by systematic enterprise along auxiliary lines, pave the way to placing American goods in foreign markets. The *Foreign Buyer* is a monthly record of new manufac-tures. It has an international cir-culation, and is published in four sepa-rate editions—English, French, German and Spanish.

UNDER the title "Our Doings," Lord & Thomas, Chicago, issue "a book of advertisements of our designing, pre-paring or placing, that recently appeared in various classes of publications for a few of our clients." These include Van Camp, Dudley coffees, Whiteley ex-cerciser, Hydrex, an excellent Armour page and many small ads of the mail order sort. The firm's trade mark is embossed on the cover, and the whole is tasteful and convincing.

JOHN H. SINBERG, a clever writer who has been connected with the Philadelphia *Record* for six years, is daily adding to his reputation as a special writer on advertising topics. His arti-cles are well written, epigrammatic and terse, and bear the ear-marks of hard work and practical experience. It is no exaggeration to say that his correspon-dence can be ranked with the best that has emanated from the Quaker City for many years.—*Fourth Estate*.

THE Cleveland (Ohio) Ad Club is composed of ad writers, illustrators and advertising managers of newspapers living in Cleveland. The originator of the club is Mr. Seth Brown, an advertising man of ability. The object of the club is for all men in this line of business to get together and exchange ideas for their mutual benefit. The intention is to give a dinner once a month, at which time they will have men prominent in the advertising world make addresses be-fore them. The officers of the club are President, Mr. Seth Brown; Secretary, Mr. James T. Reese; Treasurer, Mr. W.

M. Harcourt. The board of directors consists of Messrs. G. H. Fentress, W. B. Powell and Theo Saunders.

CLARENCE P. DAY, advertising counselor, 253 Broadway, New York, has issued a brochure entitled "Higher Efficiency and Economy in Mechanical Advertising," in which he gives considerable general and special information concerning the advertising of tools, machinery and the like. He believes that "the time is ripe for manufacturers of machinery and tools to systematically bring their advertising up-to-date, or at least do it as intelligently as the general advertiser does," and his brochure is intended to be a foreword upon the subject.

WHEN you buy five pounds of sugar you have a perfect right to assure yourself that, you are getting five pounds and not four or three only. The publishers of *Grit* hold that the same rule applies to newspaper circulation. When an advertiser buys 110,000 circulation of *Grit* he has a perfect and reasonable right to avail himself of every possible means of assuring himself that he is getting what he is buying. That's the reason *Grit* furnishes attested detailed circulation statements and opens its circulation books to the inspection of any interested advertiser or his representative. In this connection it is well to carry the simile still further. When you buy the sugar you realize that the quantity of preserves your wife or cook will get from its use also depends on the fruit used and the manner of handling it. Space in a publication with a million circulation of the choicest kind could be so badly filled as to be a detriment rather than a help to a business.—From "Push," November, 1901, published by the *Grit* Company, Williamsport, Pa.

THANKS FOR A COURTESY.
VOLKSZEITUNG PRINTING & PUBLISHING COMPANY.

ST. PAUL, MINN., DEC. 3, 1901.

Editor of Printers' Ink:

Your marked copy of *Printers' Ink* dated Nov. 27, 1901, in which you have so kindly acknowledged the receipt of our booklet to advertisers, etc., has been received. In reply to same we wish to express to you our most sincere thanks for the courtesy in mentioning same in, what we consider, the most valuable publication of its kind in America. Very respectfully yours,
VOLKSZEITUNG PRINT. & PUB. CO.,
H. W. Kelsch, Adv. Mgr.

IN A BEAUTIFUL PRAIRIE.
ERICK, Okla., Dec. 1, 1901.

Editor of Printers' Ink:

Send me a copy of *Printers' Ink* and oblige. Our city wants an editor at once. Erick is a new town, on the Choctaw, Oklahoma & Gulf Railroad. Is situated in the midst of a beautiful prairie, and is 4½ miles from nearest county paper. A fine opening for a live, hustling business editor. I am referred to you by our banker, Mr. Jones.

Yours truly,
Dr. J. D. WARFORD,
Sec. Erick Commercial Club.

MEBBE.

CHICAGO, Ill., Dec. 7, 1901.

Gentlemen:

I note in your valuable publication, *Printers' Ink*, December 4 issue, an article on great dailies having a circulation of 75,000 or more. Don't you think the *Chicago American* should be in that list? A. S. MURPHY.

The editor of the American Newspaper Directory says he has never been able to learn that the *Chicago American* prints regularly so many as 75,000 copies. He hopes, however, to see its editions grow and to live long enough to be able to learn just how many copies they consist of. The Hearst people in Chicago appear to be as shy about circulation figures as they are in New York. This is, perhaps, a compliment to the Messrs. Lawson and Pulitzer.

AN UNDERTAKER'S BARGAINS.

ARNOLD, LOUCHHEIM & Co.,
Manufacturing Clothiers, 1021 Filbert
Street.

PHILADELPHIA, Pa., Dec. 10, 1901.

Editor of Printers' Ink:

Having been a subscriber to *Printers' Ink* for the past ten years, and being particularly interested in advertising, I inclose you herewith what I be-

A Step in the Right Direction

is to patronize the Undertaker that first brought the extortionate prices of Funerals down.

I Furnish as follows:

Handsome Broad Cloth Casket.....
Outside Pine Case and Delivery.....
A Shroud or Blanket.....
Preserving the Body.....
Advertise the Funeral.....
Pay for the Opening of the Grave.....
Hearse to any Cemetery in City Limits.....
Five (5) Carriages to any Cemetery in City Limits.....
Crape the Door.....
Competent Undertaker's Services.....
Use of Grave Furnished if Family has no Place of Burial.....
Making the Entire Expense of an.....	\$75.00
Adult Funeral only.....
Caskets furnished are Black Cloth, White Velv et, Imitation Walnut, Oak or Rosewood. This funeral furnished at the above price to any Cemetery mentioned on card or in City Limits.

W. M. H. BATTERSBY,
Undertaker and Embalmer,
Main Office : 3748 Germantown Ave., above Broad St.
PHILADELPHIA.

lieve to be a curiosity. It is taken from a theater programme in this city, one of the continuous sort. I do not remember ever having seen an undertaker's ad in such a medium and in such an original manner.

Yours truly, G. DANIEL.

ADVERTISING is a faithful advocate, and to the merchant whose trade is dull, and who desires to increase his business, advertising is like a flame in a dark night.—Thomas Durning, Lowell, Mass.

TENDING THE LIGHT.

With nothing but waves to seaward
And the grim rocks toward the land,
The roll of the black clouds over,
And the breakers on every hand;
The night comes down on the ocean
And we climb the winding stair
To see that our lights are piercing
The thick'ning foggy air.

Far up at the mouth of the river,
Beyond the narrow beach
The last of the home lights twinkle
And sink away from our reach.
Alone on a rock in the desert
Of tumbling and tossing tide;
The nation's outer signal
To wanderers far and wide.
Alone, we wonder dimly
If the foghorn reaches the shore
Or pierces the outer stretches
That tumble and toss evermore.

Perchance in the little village
Some fisherwife wakes in the night
And peers from her smoky window
To see if we're shining bright.
Or out on the tossing billows
A helmsman watches our light,
A thousand souls in his keeping
As they rush through the pathless
night.
Alone on a rock in the desert
And hungry for those on shore,
The screams of the gulls and breakers
Around us forevermore.
J. Ois Swift in Lewiston (Me.) Journal.

♦♦♦
AN ALL-NIGHT SHOE STORE.

Following the lead of the all-night restaurant and the all-night drug store, other branches of retail trade in the vicinity of Herald square are doing a nocturnal business. One of these is a shoe store, that never closes except on Sunday.

"You would be astonished to know how many customers we have between twelve at night and half-past five in the morning," said the night clerk. "They drift in, as a rule, one at a time, although it is nothing unusual for us to have a small party of customers floating in during the wee hours."

"As a general thing, they are the boys who have been having a high old time of it, but lots of men who work at night and sleep all day come here for their footwear. You see, we advertise this all-night convenience extensively in the newspapers, and many nocturnal workers make their purchases at night. It is seldom that a tipsy customer enters the shop but what he makes a purchase."

"Now and then a party of young fellows will come in, examine the stock, pick out some particularly gaudy pair of shoes and offer to pay for them if any one in the crowd will wear them. Usually there is one of them with sufficient bravery and the sale is made. Sometimes shoes for the entire party will be purchased, the merrymakers leaving their old boots with me to be disposed of as refuse."—*New York Evening Telegram.*

♦♦♦
NEVER use novelties unless they are good ones—and then do not be afraid to give freely of them.—*The Advisor.*

QUALITY of circulation cannot be substituted for quantity.

♦♦♦
CLASSIFIED ADVERTISEMENTS.

Advertisements under this head two lines or more, without display, 25 cents a line. Must be handed in one week in advance.

WANTS.

WANTED—Second-hand Dick mailer in good condition. *THE WHEELMEN'S GAZETTE*, Indianapolis, Ind.

WANT a fountain pen! Will send you sample at half price. Agents wanted. *PERRY PEN CO.*, Box 5, Milton, Wis.

MORE than 200,000 copies of the morning edition of the *World* are sold in Greater New York every day. Beats any two other papers.

EXPERIENCED writer would like to correspond with publisher who has need of ability, in an editorial position. Room 5, 223 Main St., Springfield, Mass.

I WANT to learn more and earn more in field of advertising management than can do in present place. What good firm has opening? "CHIS-HOLM," care Printers' Ink.

A NEWSPAPER advertising solicitor, with long and successful experience, desires to change position. Unquestionable references. Address *HAMMOND*, care Printers' Ink.

ORDERS for 5 line advertisements 4 weeks \$10 in 100 Illinois newspapers; 100,000 circulation weekly; other Western weekly papers same rate. Catalogue on application. *CHICAGO NEWSPAPER UNION*, 10 Spruce St., New York.

POSITION AS ADVERTISING MAN. Have had thorough office experience and several years of advertising work. Further information and references sent or will call anywhere in New York City. Address "F. D. M.", care Printers' Ink.

WANTED—A good second-hand printing press, speed 4,000 to 5,000 per hour, to print 8 pages news, 7 to 8 columns. Press to print from type direct preferred. Address *GILLESPIE BROS. & CO.*, 4 Stone St., New York.

WANTED—Every advertisement writer to secure a copy of our book of ready-made advertisements—a veritable mine of suggestions and catchy phrases. Contains over five hundred examples of effective ads. Invaluable as a thought stimulator for advertisement writers. Sent postpaid on receipt of price, \$1. Address *GEORGE P. HOWELL & CO.*, 10 Spruce St., New York.

WANTED—By a hustling young man, 27 years of age, position as bookkeeper, cashier, or circulation manager.

For 5 years was secretary and treasurer of company capitalized at \$100,000, publishing morning daily in city of 150,000 inhabitants. Considered failed and I am looking for a position. Know the workings of a newspaper office from beginning to end.

Can furnish gilt edge references as to character and integrity. Address "CASHIER," Box 322, Ottawa, Ohio.

♦♦♦
PAPER.

IF you use Coated Book Paper, send to us for samples and prices. Three full lines in stock. *BASSETT & SUTPHIN*, 45 Beekman St., New York City.

♦♦♦
MAILING MACHINES.

THE MYERS MAILER; price, \$10; P. O. Box 449, Philadelphia.

REV. ALIX. DICK MATCHLESS MAILER, the lightest on the market, only \$12. F. J. VALENTINE, Mfr., 178 Vermont St., Buffalo, N. Y.

♦♦♦
PREMIUMS.

RELIABLE goods are trade builders. Thousands of suggestive premiums suitable for publishers and others from the foremost manufacturing and wholesale dealers in jewelry and kindred lines. 96-page *list* price catalogue free. S. J. MYERS CO., 45-50-52 Maiden Lane, N. Y.

SPECIAL REPRESENTATIVES.

LA COSTE AND MAXWELL,
38 Park Row, New York, telephone 2993 Cortlandt, special representatives for leading daily newspapers.

IMPOSING STONES.

BEST quality Georgia marble imposing stones, two inches thick, 50 cents square foot. Cash with order. THE GEORGIA MARBLE FINISHING WORKS, Canton, Ga.

ELECTROTYPES AND STEREOTYPES.

ELectrotype or stereotype cuts. When you want good ones, order from Bright's "Old Reliable," St. Louis Electrotype Foundry, No. 211, North Third St., St. Louis, Mo.

NEWSPAPER BROKER.

MAKE your wants known - to know them is to supply them. Original methods of A. H. SMITH, Newspaper Broker, Earlville, Ill., please buyers and sellers. Reliability, discretion.

LINOTYPE AND STEREOTYPE METAL.

IMANUFACTURE the best Linotype, stereotype and electrotype metals in the world. Get my prices before ordering. Out-of-town orders solicited. L. SHONBERG, 174 Hudson St., N. Y.

LETTER BROKERS.

LETTERS, all kinds, received from newspaper advertising, wanted and to let. What have you or what kind do you wish to hire of us? THE MEN OF LETTERS ASS'N, 590 Broadway, N. Y.

ELECTROTYPES.

WE give special attention to making of good electrotypes for newspaper ads. Prompt. Out-of-town work done carefully as city. RAISBECK ELECTROTYPE CO., 34-36 Vandewater St., N. Y.

COIN CARDS.

KING COIN MAILERS, Beverly, Mass. Samples free. \$1.00 per M in large lots.

\$3 PER 1,000. Less for more; any printing. THE COIN WRAPPER CO., Detroit, Mich.

BUSINESS OPPORTUNITIES.

ADVERTISE your business by publishing a newspaper of your own on economical plan. We will tell you how to do it. J. HARTLEY, 15 Vandewater St., New York City.

STEREOTYPE OUTFITS.

COOLD Process Stereotyping Outfits, \$14 up. No heating of type. Two easy engraving methods, with material, \$2.50; no etching. Booklet samples, for stamp. H. KAhrs, 240 E. 33d St., N. Y.

SUPPLIES.

GAUGE PINS, 3 for 10c. PRINTERS SUPPLY CO., Grand Island, Neb.

THIS paper is printed with ink manufactured by the W. D. WILSON PRINTING INK CO., Ltd., 17 Spruce St., New York. Special prices to cash buyers.

CARBON PAPER.

WILL exchange Carbon Paper for advertising. WHITFIELD CARBON PAPER WORKS.

TYPEWRITING Carbon Paper in perforated books of 25 sheets delivered in your office for 75 cents. WHITFIELD CARBON PAPER WORKS, Red Bank, N. J.

ADVERTISING NOVELTIES.

\$500 IN genuine Confederate money for only 2c. CHAS. D. BARKER, Atlanta, Ga.

FOR the purpose of inviting announcements of Advertising Novelties likely to benefit reader as well as advertiser, 4 lines will be inserted under this head once for one dollar.

ADVERTISING AGENTS.

5 HELP or Agents Wanted in the Sunday issue of 15 leading metropolitan newspapers. A bargain for mail order men. Lists free. HUNGERFORD & DAILEY, Washington, D. C.

HALF-TONES.

80 C. 1 col. copper half-tones for newspapers. MAIL CUT CO., 112-114 N. 9th St., Phila., Pa.

EACH half-tone you use in your paper sells its value in extra copies. STANDARD OF NEW YORK, 61 Ann St.

PRINTERS' MATERIAL.

MODERN MACHINERY, new and rebuilt. Material, new and second hand. Type, new only, at foundry prices and discounts.

Quality above price. From a cylinder to a bodkin furnished. CONNER, FENDLER & CO., N. Y. City.

ILLUSTRATORS AND ILLUSTRATIONS.

DO your own illustrating at about 1c. per cent. Outfit, including casting box, \$10. Write for particulars. EXCELSIOR CO., Montreal, La.

NEWSPAPER half-tones, single column, etc. Original advertising designs a specialty. Send your idea and we will submit sketch free. KNOXVILLE ENGRAVING CO., Knoxville, Tenn.

ADDRESSING MACHINES.

MYERS BROS.' Label-Pasting Addressing Machine, \$10. P. O. Box 449, Philadelphia.

THERE are many so-called addressing machines on the market, but remember that Wallace & Co.'s is the only one now in successful use among the large publishers throughout the country, such as *Printers' Ink*, Cosmopolitan Magazine Co., Butterick Pub. Co., Compton, of Augusta, Me., and many others. Send for circulars. WALLACE & CO., 10 Warren St., N. Y.

BOOKS.

READY-MADE ADVERTISEMENTS. Messrs. Geo. P. Rowell & Co., 10 Spruce St., New York, send the *Case* of a handsome 92-page book entitled "Ready-Made Advertisements." The book contains, besides other valuable information, examples and styles of advertising for almost every business. For merchants and others who write their own advertisements this little work will be found invaluable. The price is only one dollar. —*Caxton Caveat.*

The book will be sent to any address upon receipt of one dollar. GEO. P. ROWELL & CO., 10 Spruce St., New York.

EXCHANGE.

WANTED—To exchange, a small amount of advertising space with high-class magazines and monthly periodicals on pro rata arrangement. THE ROSTRUM, Lancaster, Pa.

EXCHANGE what you don't want for something you do. If you have mail order names, stock cuts or something similar, and want to exchange them for others put an advertisement in *Printers' Ink*. There are probably many persons among the readers of this paper with whom you can effect a speedy and advantageous exchange. The price for such advertisements is 25 cents per line each insertion. Send along your advertisement.

MISCELLANEOUS.

NEW ad idea. Costs 6c., brings \$20. Plan 18c. Cir. free. POINTS, 104 Points, Boston.

SAVINGS banks pay 3½ per cent a year; our real estate rises in value 25 per cent a year—and is safer.

BOX 226, Atlantic City, N. J.

FOUR 13-week serials for \$100. By Guy Boothby, Clive Phillips, Wolley, F. Frankfort Moore, Wm. Westall. Jan. to Dec., '02. 32-col. illustrations. D. T. PIERCE, 22 Waverly Pl., N. Y.

HEALTH culture for busy people. Best, quickest system known. Better than drugs. Regular \$30 course, \$5. Will exc. system for adv. space. PERFECT HEALTH SYSTEM, Orange, N. J.

ADDRESSES.

AGENTS' names on gummed paper, perforated & striped, ready for immediate use. Postage stamp size typewritten. To close out our 1901 lot of active agents (male and female) we will supply any quantity for \$1 per 1,000. Address AGENTS' WORLD, Philadelphia, Pa.

BUSINESS CHANCES.

WE want men of ability to bandle our line of goods through agents and to introduce to the trade. The four letters P-U-S-H will guarantee you \$2,500 to \$5,000 per year. Don't answer unless you have some cash in the word Push stamped on your face. Our reference is R. G. Dun & Co. What is yours? That's all. **MAGIC MANUFACTURING CO.,** Ann Arbor, Mich.

PRINTERS.

PRINTING—1,000 envelopes, billheads, note-heads, cards or statements, \$1.65; 500, \$1.20, prepaid. **STOCKTON TIMES,** Sta. 8, Camden, N. J.

1,000 NOTEHEADS, statements or typewriter letter-heads neatly printed, \$1.50; 5,000, \$6.25. Good stock and good work. Ruled work padded. Samples free. **R. McGREGOR,** Princeton, Ky.

A SMALL SPACE WELL USED.
How often you hear somebody say: "Now there's a small space well used. It stands right out of the paper."

The bold typographical arrangement caught the eye and made that small ad stand out more prominently than one twice its size, but not so well displayed.

One of the things we particularly pride ourselves on, is this ability for setting advertisements that are bound to be seen, no matter what position they occupy in the paper. Your local printer probably has not the equipment for doing this that we have, probably he doesn't know how well as we do.

"We furnish electrotypes too, if you like.

This is only one of things we do for advertisers—the printing of catalogues, booklets, circulars are some of the other things.

We make them stand out of the crowd too.

PRINTERS' INK PRESS,

10 Spruce St., New York.

ADVERTISEMENT CONSTRUCTORS.

WWM. WOODHOUSE, JR., Trenton, N. J., writes store papers.

COPY for short circular, \$2, cash with order. **JED SCARBORO,** 557a Halsey St., Brooklyn.

"JACK THE JINGLER'S" best of fads
is writing rhyming business ads.
Of pith and point, for every use.
His New York address is 10 Spruce

BEFORE starting a MAIL ORDER BUSINESS write to me. I can save you money. Short, pulling ads are my specialty.

GEO. HENRY SMITH, 150 Nassau St., N. Y.

LAUNCHING a new business? Whether it will be an ocean liner or a catboat may depend on the advertising. Let us start you right. **SNYDER & JOHNSON,** Advertising Writers and Agents, Woman's Temple, Chicago.

EDWIN S. KARNS, writer and promoter of profitable advertising, A 571 E. 43d St., Chicago.

YOU'RE sure of results if your ads are right & trade winners, \$1. **WARNICK ADSCRIBE,** 1935 So. 8th St., Philadelphia, Pa.

ONE of my customers writes: "Your 'Deep Swimmer' ad was the greatest thing we ever saw in a trade paper." **A. B. MERRITT,** Grand Rapids, Mich. Writing, Printing and Illustrating for Advertisers.

A CONSTRUCTORS will find our book of ready-made advertisements of great assistance in the preparation of advertisements. The book contains over five hundred specimens of good advertising, any one of which may suggest an idea for your ad when you get stalled. Sent prepaid on receipt of price, \$1. Address **GEO. F. ROWELL & CO.,** 10 Spruce St., New York.

WE make a specialty of writing, designing, illustrating and printing distinctive booklets, folders, mailing cards, car cards, etc. We submit specimens on request—provided the request is on stationery with a business heading. **L. H. SLAWSON & CO. [Successors to Slawson & Graham],** Transit Building, New York.

ADWRITERS and designers should use this column to increase their business. The price is only 25 cents a line, being the cheapest of any medium published, considering circulation and influence. A number of the most successful adwriters have won fame and fortune through persistent use of this column. They began small and kept at it. You may do likewise. Address orders, **PRINTERS' INK,** 10 Spruce St., New York.

I MAKE CATALOGUES, BOOKLETS, PRICE LISTS, FOLDERS, CIRCULARS, MAILING CARDS AND SLEIPS, CIRCULAR LETTERS in series, NEWSPAPER, MAGAZINE and TRADE JOURNAL ADVERTISEMENTS; in short, COMMERCIAL LITERATURE in all of its many possibilities, and I write up the subject matter from notes furnished me, often from very meager ones,

BUT

I do not know all about anything—do not even suspect myself of it—and this unique state of affairs covers the minute details of YOUR BUSINESS, for which ignorance I offer no apology. I do, however, know just a little about several things, including how to set about hunting up facts that, for the good of my client, I should know considerable about. Oh, yes! I'm both FALLIBLE AND FINITE, but to those who write me in a manner suggestive of possible business I send by mail a lot of "SAMPLES" of my work. This habit is not to be confused with pure philanthropy and for this reason. "I have very few regular clients who were not gained by HAVING THIS SEEN some bit of work made by me or some one else." Postal cards always suggest to me either an idle clerk or office boy or some one with nothing but a "curiosity" to be treated, and they quickly reach a willing friend of mine ever close at hand. Perhaps you are now incubating some new bid for public notice! If you would care to have it—well, say "DIFFERENT" it might pay you to write me about it—it might. I'm rather given to making unusual things—"funny" things NEVER.

FRANCIS L. MAULE,
No. 1. 402 Sansom St., Philada.. Pa.

AT THIS OFFICE, 10 SPRUCE ST., NEW YORK.

Geo. P. Rowell & Co. Advertising Bureau keeps on file the Leading Daily and Weekly Papers and Monthly Magazines; is authorized to

RECEIVE AND FORWARD

advertisements at the same rate demanded by the publishers, and is at all times ready to exhibit copies and quote prices.

Consider Us

if you wish to

A
Advertise
Anything
Anywhere
Any time

We will place your announcement in the right mediums at the right time, or in such mediums and at such times as you say. We will do it as cheap and as well as you can do it yourself, and at the same time relieve you of all the worry about details and technical difficulties.

If you are interested, call on or write to

Geo. P. Rowell & Co.,
Advertising Agents,
10 Spruce St., New York.



Founded by B. F. Bow 1889

A Clean, High Grade
Fit for Every Family

Cleveland

No Cleveland Home is ashamed to have it within its door

Sold and Circulated in 2,184 towns
outside of Cleveland

THE S. C. BECKWITH CO.

SOLE AGENTS FOREIGN ADVERTISING FOR THE U. S. OR OVERSEAS

43-44-45-47-48-49 Tribune Building, New York.

Born 1889—still owned and operated by him.

One Afternoon Newspaper— Every Fireside:



World

wished to have the *World* come
within doors.

184 towns, hamlets and postoffices
reached every day.

H SOCIAL AGENCY,

FOR TWENTY YEARS, OR SINCE ITS BIRTH,

469 "The Rookery," Chicago.



PRINTERS' INK.
A JOURNAL FOR ADVERTISERS.
Issued every Wednesday. Ten cents a copy. Subscription price, five dollars a year in advance. Six dollars a hundred. No back numbers.

If being printed from plates, it is always possible to issue a new edition of five hundred copies for \$30, or a larger number at the same rate.

Publishers desiring to subscribe for PRINTERS' INK for the benefit of advg. patrons may, on application, obtain special confidential terms.

If any person who has not paid for it is receiving PRINTERS' INK it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

ADVERTISING RATES:

Classified advertisements 2½ cents a line; six words to the line; pearl measure; display 50 cents a line; 15 lines to the inch. \$100 a page. Special position twenty-five per cent additional, if granted; discount, five per cent for cash with order.

OFFICES: NO. 10 SPRUCE ST.
London Agent, F.W. Sears, 50-52 Ludgate Hill, E.C.

NEW YORK, DEC. 18, 1901.

USERS of classified space should take advantage of all special issues of the Little Schoolmaster—such as ad constructors, printers, catalogue makers, engravers, electrotypers, etc. The large number of extra copies printed (without an increase in the rate per line) and the fact that these issues of PRINTERS' INK go to the best firms in their respective class, ought to make them of particular value to everybody who seeks to reach the substantial business people at the least cost. Press day for the next special issue, to distillers, is December 31.

WHOLESALE houses have ever found that one of the chief difficulties in introducing new articles for general consumption lies in the apathy of the average retailer and his lack of the true understanding of the value of publicity. If every wholesale house which sells staples, like groceries, through thousands of retailers, would present these dealers with

a year's subscription to PRINTERS' INK, it would prove a very profitable investment. Propositions from first class firms will be favorably received.

JUDICIOUS advertising is a desirable investment. What's the use of having anything for sale if the fact that you have it is not made known?

WHAT Plutarch said of fame can easily be said of advertising: "Good fame is like fire; when you have kindled it you may easily preserve it, but if you once extinguish it you will not easily kindle it again."

AMONG other advantages possessed by the booklet as compared with the salesman, are that it comes to the advertiser direct, need never intrude, presents desired facts impersonally, is generally more cogent and terse, can call oftener, is never offended when interrupted, can be picked up at any moment, and that its arguments never vary.

SOME advertisers stop short of the reader who is hard to convince, aiming their ads and follow-up literature at the susceptible souls who are open to conviction. But the reader who is hardest to transform into a customer is usually best worth going after. Not only will he make the staunchest customer, once he has been brought to book, but he will carry weight with his neighbors. He is almost invariably an arbiter of opinions in his community, and what he thinks or says is of more importance than what is said or thought by the fickle.

NOTHING connected with advertising is of greater importance than that the circulation of papers should be accurately known. It's the thing in advertising that gives value. Advertising is of little value unless the publication utilized for the purpose has a circulation commensurate with the price paid for the advertising. — T. B. Browne, Ltd., London, England.

THERE is something about the Wanamaker advertisements that makes them uncommonly attractive. Aside from ranking as good advertisements in the usual acceptation of that phrase, they are, in addition, good literature. The words used are well chosen—the sentences well put together. They leave rather a pleasing sensation in the mind of the reader.

Anco Special, a monthly journal for retail grocers and excellent PRINTERS' INK baby, Frank C. Rex, editor, comes in a new dress. It is published by Austin, Nichols & Company, wholesale grocers, New York City. The presswork and arrangement are an improvement over the former style. The December issue is exceptionally well featured with regard to the holiday offerings. Notably so the choice propositions from the cigar department, under the management of J. Edward Cowles.

In a neat little folder from the *Farm Journal*, Philadelphia, that energetic paper is compared to a windmill: "Advertisers are the harvesters and threshers. They get best crops when the seed has been sown on fertile ground. By experience most of them have found that the 'Fair Play' variety is best. The more closely it is cultivated, the heavier the crop. As to its value for milling, and the good work done with this grain by the *Farm Journal* mill, a few of the threshers here speak for themselves."

WHEN we want information in regard to a newspaper or instruction upon up-to-date topics in the newspaper, we go to PRINTERS' INK. The newspaper fraternity turn to its pages the same as the druggist does to his dispensatory to be correct in filling a prescription. Geo. P. Rowell & Company's *Newspaper Directory*, which is regarded as a part of PRINTERS' INK, or vice versa, is referred to for newspaper information the same as Webster's Dictionary is for the solution of complex words.—*Memphis (Tenn.) Herald*, Saturday, Nov. 9, 1901.

PRINTERS' INK has the impression that the Louisville *Courier-Journal* was the first of the hyphenated newspaper names. If this paper did not set the fashion, who did?

THE Library Bureau, New York, sends out a folder in behalf of its card indexing systems that is a study in neat, plain typography. The text is also brief and convincing. The following aphorism is worth quoting: "There are two common mistakes in business—wasting fine brains on routine work—trusting fine work to routine brains."

IN advertising it is of first importance that you have faith. That is the principal character trait of all successful advertisers—faith in their goods, their prices, their methods and their public. "In recommending my inhaler to the public," says Munyon, "I feel that I am performing a conscientious duty. And I would rather have my cough remedy than a life insurance policy." There is no doubt but many of Munyon's methods are in direct opposition to the best canons of publicity and good taste, but they never lack confidence. Nor does he seem to have difficulty in getting large numbers of people to believe what he has to say, for he says it as though he believed it himself.

THE Des Moines daily *Capital* (according to the *Journalist*) has a "bargain day" every year, upon which the subscription price of the paper is cut from \$3 to \$2. The day chosen is December 28, the anniversary of Iowa's admission to the Union. Many hundreds of postmasters, publishers and news agents are commissioned to help in the work of taking subscriptions, and the event is also well advertised by posters, sample copies and announcements in other papers. Present subscribers are allowed the low rate if they wish to pay their arrears or re-subscribe on that day, statements being sent to all delinquents. In 1900 the paper received over 2,000 new names on its "bargain day."

By all means avoid violent head lines and language in your ads. There is no excuse for announcing a "Crockery Smash" or a "Price Slaughter Sale." Good taste and the sensible, moderate tone tell a better story. Phrases as riotous and anarchistic as these are abundant in present-day publicity, but when they are sifted to their bottom (and that is not far) they mean nothing at all. It is practically impossible to startle readers by such means, nor does the best advertising ever aim to startle them. Use the space to print plain reasons why your crockery is being sold below the usual prices, or why it is good crockery. The strenuous phrase does not attract; it has been woefully overdone.

MAGAZINE advertising is rapidly becoming a field for decorative pictures of surprising excellence of idea, if not of execution. And it is advisable for a magazine advertiser to exploit his goods from the picture standpoint. Many new products are coming into the magazine pages lately, and some of them offer possibilities for illustration that set any advertising artist a-dreaming. For example, McMenamin & Company, Hampton, Va., appear in *McClure's* with a quarter page advertising devilled crabs. The beautiful has been utilized largely in magazine pictures, but never the ugly, or, at least, intentional, decorative ugliness. An effective crab picture is the main eye-catcher in this ad, but the field opened up by such a product is limitless.

Jabs is the somewhat purposeful name of a new PRINTERS' INK babe published at the Dearborn Park Building, Chicago. It intends "jabs" at people in the mail order business, mainly, believing that "two knocks are equal to one boost." Some of the "jabs" lack point, though one made at the much-jabbed Elbert Hubbard and his "Message to Garcia" is eminently pithy. The editor probably forgot to mention that it was originally published in the *New York Journal*.

"To avoid high winds take the Southern Railway trains for the balmy Southland," is the clever sign which replaces the plate-glass windows of that company, at their offices, corner of Broadway and 28th street, New York.

To the experienced advertiser the ability to tell whether a publication is good for his purpose is almost intuitive. His trained eye can tell at a side glance more facts than the uninitiated could find out in an hour's close examination.

THE size of the ad should, to a certain extent, depend on the price of the article advertised. It can easily be seen that an article that sells for one thousand dollars will receive more space than will an article that sells for ten cents. A two-line ad advertising a threshing machine would be money wasted; a two-line ad advertising an article that sells for ten cents may bring paying results. The reason is obvious: No one would care to buy a threshing machine without knowing all about it, and telling all about such an article would require a large space. On the other hand, a person buying an article that sells for ten cents would not be so cautious, since the amount involved is so small.

THE advertising that is dull is its own worst enemy. The advertising that impresses itself upon the public mind by originality, cleverness and brightness is as sure of a good reception as if it came out under the auspices of a popular and able writer. The public is not afraid to mention advertised products if chances are given it by the men who do the advertising. The advertising phrases which have become common property, and have been frequently in the mouths of all, make a long list, even for only a few years back. The public hungers for novelty and cleverness, and if the advertiser can give it those things, he will gain by the process. It is hard to do it, and a hit with phrase or picture is only a rare event in any one firm's annuals, but it is a consummation to be sought for.—*The Advisor*.

ONE advertiser says that "women are more easily attracted by inducements than are men. Men," he adds, "generally wait to buy an article till they need it, and then buy at the most convenient place. Women, on the contrary, can be persuaded by the attraction of a bargain to buy even if they do not as yet require an article."

THE Jacot Music Box Company, New York, in a page ad printed recently in the *Literary Digest*, gives further development to a "scheme" that originated with certain newspaper advertisers last spring. It was then found that a column of reading matter on a page otherwise given over to a single display ad, insured a wider reading for it, and the discovery resulted in contracts for page spaces minus one column. The Jacot Company uses the same plan, but pays for the column of reading, using two columns for a display ad and the remaining one for an article on "The History and Manufacture of Music Boxes." This article copies the *Literary Digest* head, dress and literary manner. Altogether it would seem to be an effective variation of the original "scheme."

THE "Yankee Invasion" has fully as radical an effect upon the British mind as upon British trade. London newspapers seem to be on the alert to keep John Bull informed as to where he is to be invaded next. According to the *Scientific American*, a New York burglar recently captured had in his tool kit a small, portable incandescent lamp. The London daily *Mail* snapped up this item and transformed it into a new danger:

"The New York police to-day arrested two thieves who had been committing extensive burglaries in wealthy suburban districts. One burglar carried an electric bludgeon operated by a storage battery and capable of shocking and stunning a person. He also had an electric saw and jimmy for opening safes. His companion carried an electric lamp instead of the old-fashioned oil-lantern. The two burglars were well dressed and had good manners. They are said to be skillful mechanics. The police say that the electric bludgeon is one of the most dangerous weapons ever seen."

THE ad that brings many people once isn't to be compared with the ad that brings a few people many times.

ACCORDING to the New York *Herald*, the Parisians consider Barnum & Bailey circus posters the most objectionable form of American invasion that has yet been devised. For weeks before the opening of the show in the French capital the streets were "billed" in true circus fashion, and while there is no doubt but the purpose of advertising was accomplished, the esthetic temperaments of painters and artistic souls generally were grievously harrowed. So a movement for the betterment of poster art as exemplified upon the boards has been set afoot by M. Edouard Detaille, a military painter, and it is proposed to educate the Parisian public to a point where it will instinctively revolt when posters fall below a certain artistic level. Upon the whole the movement is a good one, for better poster art is almost synonymous with better advertising.

A PORTRAIT of James Wann, a good looking Englishman, appears on another page of this issue of PRINTERS' INK. This is the man to whom the advertising world is indebted for the only instance on record of a prosecution, conviction and punishment of a coterie of circulation liars. A verbatim report of the trial, which took place in an English Court, appeared in PRINTERS' INK December 11, occupying twenty pages, from 53 to 72 inclusive. Mr. Wann is at the head of the great advertising firm of T. B. Browne, Ltd., of London, England. At the Waldorf-Astoria, at the time of a recent visit to New York, Mr. Wann said to a representative of the Little Schoolmaster: "PRINTERS' INK is one of the first things I pick up from my American mail, often leaving some letters unread until I have looked through it." All of which, as well as the portrait, go to show that Mr. Wann is a man of action, judgment and good sense.

UNTIL one has laid a copy of a weekly illustrated journal of 1890 beside a copy of *Collier's* Christmas number it is difficult to appreciate the real wonder of modern color printing. The cover page by Leyendecker and the two inner pages by Frederic Remington must be taken calmly, as a matter of course, at the present stage of the development of fine periodical printing, but the pages of ads in colors are almost an event. Even the lithography of ten years ago could hardly have produced so striking a piece of work as that of the Old English Curve cut page on the last cover. It seems to the Little Schoolmaster that it would, with appropriate lettering, make a much more "Christmassy" cover than the Leyendecker design. Two other pages in color, Williams' and Pears', and a page in black for the Equitable are most impressive, while the "register" on Small, Maynard & Co.'s book page is absolutely "hair line."

WITH its issue for November 27 the Youngstown (Ohio) *Telegram* completed its fiftieth year of continuous publication, and celebrated the event in a special edition of 76 pages. This contained a history of Youngstown, of its notable men and women, its industries, courts, politics and business enterprises, a history of Mahoning County, a resume of Youngstown journalism, with reminiscences by its journalists, and other interesting matter of the sort usually printed in jubilee editions. The *Telegram* was established in 1851, and is but a month or two younger than the *New York Times*. Its equipment includes a Goss perfecting press, five Mergenthalers, a bindery and a jobbing department. The semi-centennial issue is a creditable bit of newspaper-making, even in point of size. Its one defect is, perhaps, that the cover section was printed upon a rather brittle quality of calendered stock. If the Little Schoolmaster may offer a suggestion he would advise that the fault be remedied in the *Telegram's* centennial number.

"WHERE Rails and Water Meet" is a handsome booklet from the Marshall-Wells Hardware Company, Duluth, Minn., designed, written and illustrated by their own advertising department. By means of thirty fine halftones it shows the offices, warerooms and factories of the company, while the text lays stress upon the fact that Duluth is the distributing point for the territory north of a straight line drawn between Mackinaw, Mich., and Los Angeles, Cal., receiving this vast country's products and sending them out in great lake steamers and distributing the manufactures that these vessels bring from the East. The volume is an exceedingly handsome one, and reflects credit upon the firm, as well as upon the Minneapolis *Tribune*, which did the printing and engraving.

IN a little brochure entitled "Mr. Brown, His Book," the Western Reserve Trust Company, of Cleveland, Ohio, has accomplished two new things in bank advertising. First, it has gotten out a distinctly novel, up-to-date bank advertisement; second, it has done it in verse that is both humorous and well written. The booklet is the work of the A. C. Rogers Company, of Cleveland—compilation, designing and printing. The story of how Mr. Brown got a small savings bank from the Trust Company and made it the basis of a fortune is illuminated with pictures in vivid reds and yellows. The sub-headings to the verse are an index to the story: "Mr. Browne Playeth in harde lucke; his goode wyfe getteth into the game; ye indebetnesse to ye ice dealer becometh payde; Mr. Browne teacheth ye young idea to save; ye Brownes see better days; ye Lean Wolf croaketh; Mr. Browne is a pillar of ye church; Mr. Browne finisheth strong." The story is one that every one will read, and the Little Schoolmaster considers the whole an extremely good piece of advertising matter — worthy to rank with Baker's Spotless Town in verse, pictures and general execution.

MANY of the advertisers who use street car cards fail to make due allowance for the distance at which they must be read. For case in point, the firm which is advertising an anti-trust parlor match in New York cars just now uses nearly all of its space for argument, printing a small facsimile package in one corner of its card to show what the goods look like. But the package looks very much like any other box of matches, and at five feet distance it is difficult to read the name of this especial brand. Consequently, many people read the argument and miss the name of the match altogether. Perspective ought to be a branch study in the curriculum of street car publicity, for this is a very common fault of street car advertisers.

Don't put all the good ideas into the ad. More ideas are needed to maintain the impression that an ad has created than are needed for a whole campaign in magazines or dailies. Put them into the follow-up system. Put in the best ones. Put them in lavishly. The follow-up system is not secondary to the ad, but the reverse. It is chief. Most thought should be expended upon it. A strong follow-up system will go a long way after the actual advertising has been stopped. But who ever saw advertising go far without good machinery for taking care of its results? With the first mail leaving town after the inquiry is received should go the first link in the chain that is to bind the customer to the advertiser. It should be a strong link, followed by a stronger—and a stronger yet—and one still stronger. Each link must contain ideas—a dozen ideas to the ad's single one. Each must be a better idea than its predecessor. The chain must unfold link by link, and there must be enough of it to reach the most obdurate disbeliever. In the majority of cases it can be done with two or three links, but it is better to have twice as many more in reserve. And these need ideas. So be chary about putting them all into the ad.

Good advertising illustrations are but pictorial descriptions.

As a burnt child dreads fire, so the advertiser who has lost money through unwise use of space often dreads the word "advertising." But as the child grows and learns to control fire his fear is forgotten. He sees that his burns were a part of his education, making him cautious. Upon the same principle the early, unsuccessful campaign of a man who has taken a blind "header" into publicity ought to be the very factor that sobers him and makes him cautious. And it will, if viewed in this rational light, help him to use advertising space with certainty.

The Washington Evening Star issues an interesting folder called "Invidious Comparisons," in which Washington newspaper circulations are discussed with great freedom. It says:

A recently issued leaflet purporting to give the circulation of the three daily Washington newspapers is singularly misleading in effect, if indeed it was not the deliberate purpose to be so.

It gives as the average daily circulation of the *Post* 62,339 copies, that of the *Times* 43,987, and that of the *Evening Star* 39,298. It fails, however, to state the telling fact that the *Star's* figures are those set forth in a sworn statement (published every Saturday, giving its actual bona fide paid for circulation for the six secular days last preceding), whereas the figures credited to the other two papers are those given by an irresponsible person connected with either establishment who chooses to talk for effect. The *Post* has never dared to furnish an affidavit setting forth its actual circulation, and both the *Post* and the *Times* have steadfastly refused to allow an investigation of their claims to be made by a representative of the American Advertisers' Association—which the *Star* has promptly and cheerfully allowed and aided.

These facts should be and doubtless are well understood by the large advertisers of the country.

Furthermore, a carefully conducted canvass, recently made, demonstrated the fact that the *Evening Star* goes every day into fifteen thousand houses in Washington where no other daily paper published in that city is read, and it is taken regularly by more than fifteen thousand other residents, in addition.

This is more than double the circulation of any other paper within the city, and the potent fact established by the showing is that by an advertisement in the *Star* alone practically the whole population of Washington can be reached.

THE New York *Commercial Advertiser* had been in existence four years before the *Evening Post* made its appearance. It has always been a good newspaper—ably edited and under good management. The years of Mr. J. S. Seymour, its present publisher, forbid associating him with the *Commercial* during the first half century or more of its existence; but in experience and business sagacity he has acquired a better knowledge of how to run a daily paper successfully than many a man who numbers more years and a longer apprenticeship in the business.

THE *Scientific American*, one of the most valuable newspaper properties in this country, says on the subject of circulation: "We do not care to state it to the public: it is really none of their concern." It is a fact that an experienced advertiser who had habitually paid \$3,000 a year for advertisements in the publications of Harper & Brothers has stayed out for the past five years because the publishers would not and will not tell how many copies they sell. PRINTERS' INK lately gave a silver sugar bowl to the best class paper in America, and it went to the *Iron Age*, a weekly that makes it a point not to tell what its edition is. The New York *Herald* is the most profitable daily published on this continent. The Brooklyn *Eagle* makes about as much money and has as high a position in the matter of character, influence and advertising patronage as any other American paper. The New York *Staats-Zeitung* is the most prosperous paper on this continent printed in a foreign language. No one of the three has even been known to issue a circulation statement. Neither Mr. Lancaster's *Fourth Estate* nor Mr. Birmingham's *Newspaper Maker* ever tells how many copies they print. Why, then, should anybody tell? Answers to this conundrum are invited from members of Mr. Post's Association of American Advertisers and other students of advertising questions.

THE discussion of a "fool problem" seems to be necessary to newspapers in all ages. Just now the New York *Times* is endeavoring to persuade its readers (against the wills and experiences of most of them) that the power of the divining rod to locate water and hidden metals is wholly mythical.

IN the form of a large portfolio called "Fabrics and Fashions," the H. B. Claflin Company, New York, issues an exceptionally artistic and impressive piece of advertising for their wash dress goods for the spring trade of the coming year. It is meant for the trade exclusively, and contains 18 lithographic plates of fabrics and 12 of fashions. The fabrics are reproduced with the most striking fidelity. Each page, containing an average of 12 patterns, is made up as a whole, and each is distinct from all the others. Some have crescents, circles, diamonds, semi-circles, triangles and other forms, cut from goods and grouped with a fine eye to the page as a whole; others have oblongs and squares arranged after the fashion of an old-style pieced quilt; others show the goods in the bolt, while still others exhibit them in puffs and pleats. The arrangement of these 18 pages shows exquisite taste and careful study, and the result is so good, both from the points of reproduction and color combination, that it is a question whether as striking an effect could have been got with the goods themselves. The fashion pages show cool summer frocks, and have been handled so ably that they exhibit the goods without the stiffness of effect of the stereotyped fashion plate. The cover is an imitation of one of the patterns. The railway folder arrangement of the pages makes the book rather cumbersome, and unless the technical requirements of such samples call for this form of page, it would seem as though the portfolio could have been improved by being bound as a book. The designing and lithographing are the work of F. B. Patterson, Park Row Building, New York.

ONLY poor advertising is an expense. Good advertising is always a paying investment.

THERE have been any number of carefully considered articles written by famous literary men on style and its psychology. All of them agree that it is mostly a matter of the man behind the pen, a temperamental equation that training but develops and refines. There is just as much style shown in advertising writing as in the polished essays of a different sort, but yet equally expressive of the individual and of the business exploited. In nothing that men do is the value of style better shown or less appreciated than in advertising. Good and effective advertising writing must have the quality of expressing something of the character of a business. And business character is as tangible a quantity as that of the individual. Creating an atmosphere of candor without the fault of speciousness, giving an impression of the justness of claims to superiority, without brag and conveying to readers an impression of complete trustworthiness, requires something better than smart writing. Smartness is usually associated with shallowness and want of deliberation, and the word-monger or phrase maker is never convincing. More obvious in its first impression is the type arrangement of advertising matter. The public may not have a wise discrimination in such things, but they are influenced by them, nevertheless. There is a suggestion of elegance and refinement in the appearance of a really artistically composed advertisement that makes its impression without any special noise. Advertising writing seems sordid and commonplace, maybe, and un-literary; but in its last analysis it involves most of the essentials of all good writing. Many of us can get out ideas if we are allowed unlimited space and there is no restriction put upon our use of the dictionary. It is a much more difficult thing to make your meaning clear in a few short sentences of unmistakable character and significance.

A MOST unique and attractive Christmas booklet was sent out by A. A. Vantine & Company, dealers in Oriental ware, Broadway, New York. It purported to come from Japan, and was sent in an envelope bearing the recipient's name and address in both Japanese and English. Japanese stamps were also used in addition to that of Uncle Sam. The effect of such a bit of advertising matter in the largest mail must have been good, and there is no doubt but every single copy sent out was opened and examined. The booklet itself is entitled, "Christmas Greetings from Japan," and contains suggestions for holiday gifts for the different members of the average family. The cover was done on a strange Oriental fabric, half paper, half cloth. The pages were printed in black, with a decorative yellow tint for each one. The booklet began with a greeting: "By very special appointment I, Japan, Land of the Rising Sun, am empowered to send you the Christmas greetings of all the Orient on behalf of that Mecca of things Oriental, A. A. Vantine & Company. While these, my time-honored representatives, give much time and thought and space to the hand-woven and manufactured products of my own people, the art-loving Japanese, they also have much to do with the wondrous creations of our fellow Orientals in China, India, Turkey, Persia and the Holy Land. May abundant Christmas joys be yours this year of nineteen hundred and one, and for many a year to come. Such is the proffered wish, not only of Japan, but of all the East." Then followed brief summaries of ornamental and useful novelties for lawn and garden, library, drawing-room, curio cabinet, bric-a-brac collection, smoking den, boudoir, cosy nook, bed-chamber, dining-room and personal wear. No prices were quoted, but in limited space a summary of the company's vast stock was given. The whole idea was novel and well carried out, and the booklet must have been very effective in promoting holiday trade.

BEYOND doubt, some of the finest printing done in the United States to-day comes from the Barta Press, Boston. "Art printing" has become a matter of cant in the past five years. The public has been lectured about "éditions de luxe" until it has got into the habit of paying ridiculous prices for any flimsy volume that has an odd cover or a "freaky" type dress. Two hand-made initials and a piece of jute string to hold the pages together (for a time) constitute the "art" of the "édition de luxe." While parlor tables everywhere are being stocked with this species of "art," the Little Schoolmaster's mail continues to be well seasoned with specimens of real printing, all done for advertisers and all intended for distribution without money or price. The best specimens for a single month represent more real art than the entire yearly output of the book hucksters. And among the very best are the productions of the Barta Press, Boston. Just now there is at hand a square booklet—the fiftieth anniversary catalogue of the Vose Piano. To make a fine "job" of an edition of Omar Khayyam is one thing; to give individuality and fresh treatment to the hackneyed matter of a piano catalogue is another—quite another. The cover of the Vose booklet is a piece of thoroughly artistic printing in colors and bronze, "stippled." It is as soft and harmonious as painting. The designs are in excellent taste; thoroughly artistic and yet serving their main purpose—to advertise Vose Pianos. The inner pages are studies in themselves, each being designed separately, with its own drawings and tint blocks setting off the more conventional piano cuts. And the presswork is presswork—upon fine coated paper. The "édition de luxe" is usually embossed on brown paper, and could easily be read by the blind. But this is real presswork—an affair of "smut sheets," "register" and several other details that are generally omitted in presswork of the "édition de luxe" school. The matter furnished by the Vose people is

not notably new or attractive, and merely serves to show how ably it has been handled by the Barta Press.

ONE of the most marked developments of the past century was the gradual advance in the social and intellectual status of the business man. Not many years have passed since the term "tradespeople" implied social inferiority, and the chief aim of the business man's progeny was to gain admittance to the professional ranks and forget the "shop-keeping" history of the family. But as business-doing developed into a science and as its successful practice called for greater capability, so the business man developed in importance and attainments, until to-day his position calls for greater resourcefulness, if not greater intellectuality, than some of the so-called professions. During the recent celebration of Yale's bi-centennial the fact that the number of students intended for a commercial career was in late years rapidly increasing at the expense of the professional aspirants was much commented on, and it was noted that the intellectuality of the former compared very favorably with that of the latter. This is but a manifestation of the commercial development which is now bringing forth a continuously increasing demand for institutions where a business education and knowledge of commercial customs may be obtained. American educational institutions are making an effort to meet the new order of things, and "commercial science" is likely in the near future to overshadow many of the ologies on the college prospectus. It is announced from England that the University of Birmingham proposes to establish a Faculty of Commerce with a view to conferring regular degrees in recognition of proficiency in the various branches of knowledge that "may be rendered subsidiary to commercial activity and success." Here's a chance for honorary degrees for the Morgans, Schwabs, Carnegies and Hills of the future.—Keystone, Philadelphia.

OUR POSTOFFICE.

In PRINTERS' INK for December 11 attention was called to an announcement that had been prepared concerning certain editions of the paper, intended to be mailed to certain lists of names, for the purpose of inducing the persons so addressed to subscribe for or advertise in PRINTERS' INK and its failure to learn from the New York postmaster whether what it proposed to do was or was not permissible under the present rulings of the Postoffice Department. It could get no decision because the New York postmaster did not know, and he could get no decision by mail or telegraph, because, apparently, the department at Washington was in a state of equal ignorance. There appeared to be no doubt that if PRINTERS' INK would go ahead and DO what it proposed, without asking questions, it would be all right. It also appeared that a reason why the New York postmaster, and the department at Washington as well, hesitated about saying yes or no to the inquiry was because PRINTERS' INK is in the habit of speaking out in meeting and letting postal decisions be known as well as discussing their justness or lack of that quality. The law as it stands permits of sending an unlimited number of sample copies. A certain paper at one time owned by a member of Congress from New York State is reported to have sent out so many sample copies of a single issue as to necessitate the use of no less than ten cars to start the distribution. In recent years the postoffice "regulations," which are things hard to learn about and not very well understood by the postoffice officials, have provided that: "*The continuous mailing of sample copies in numbers exceeding the issue to regular subscribers*" should be deemed evidence calculated to hazard the right of the paper to be carried in the mails at second-class rates. It will be noted that this regulation would not interfere in the least with that alleged ten million sample copy edition belonging to the New York Con-

gressman above referred to. Recently the present Postmaster-General has taken the risk of bending the law to his own view of what it ought to be, and has instructed postmasters that sample copy editions must "approximate" the regular edition of the paper sent to subscribers. Approximate is rather a loose word. The dictionary says it means to approach without coinciding, but just how closely it shall approach is not easy to determine. The distance of our moon from our sun is approximately the same as the distance of our earth from the sun, yet the difference between these two approximate distances is a good many thousand miles. In the mind of the average postmaster approximate would probably be a pretty close synonym with that other expression of juxtaposition commonly phrased "within seven rows of apple trees."

PRINTERS' INK has in times past had more or less difficulty with the postoffice, and has learned that no one connected with it can give more than a wild guess what the decision will be on any point brought up for adjudication. To such an extent is this true that, as a rule, if you ask if you may do this or that you will either be told that you may not, notwithstanding your neighbors are doing the identical thing, or the answer will be withheld until the wish to do the thing talked of has grown mouldy. In another part of this paper is told the story of a weekly paper at Atlanta that was sent free for ten weeks to about 40,000 names in violation of postal regulations. On these 400,000 papers the Government would claim \$4,000 postage, while it collected only \$250, or one-sixteenth of the amount it would claim. It is one of the beauties of the postal system that no penalty is exacted for an infringement of the law, consequently the postmaster who accepted \$250 in payment for a \$4,000 job not only saved his neighbor and townsmen the snug sum of \$3,750, but protected him from any danger of being afterward called to account. Whoever would

be well informed about postoffice usages will soon learn that his postmaster is as much at sea as he is, and that postmaster-generals know little more about the usages that have prevailed than postmasters do. The average life of a postmaster-general is less than twenty months, and the latest volume of Postal Laws and Regulations is eight years old and contains a whole lot of "regulations" that do not at present regulate.

THE FIELD OF THE TRADE PAPER.

Newspaperdom of November 21 contains the following interesting article on trade papers by Mr. Emerson P. Harris:

Trade papers are conceived and constructed in various ways, but I think there is one characteristic which is common to all, and that is the story each has to tell the advertiser. In fact, a trade paper may be said to be built from the standpoint of the advertiser, while the general paper is built from the standpoint of the reader. I should say that a trade paper is one which aims to address a class or group of readers, who, by reason of following the same occupation, sport or other pursuits, are interested in the same subjects and are buyers of the same kind of commodities.

The story of the advertising solicitor of the trade paper to the advertiser is, that his paper being devoted entirely to the interests of those whom the advertiser wishes to reach, is read by these people and no others, thus combining efficiency as an advertising medium with economy, reaching all the people a given advertiser wants to reach.

This definition of the trade paper would include the agricultural paper and the paper devoted to sports.

Another characteristic of the trade paper is, that its advertising pages are germane to and supplement its reading pages; while, in the general paper, the advertising is as foreign to the purpose of the paper as a poster is to the purpose of a fence.

The great field of the trade paper, however, at present is industrial. It is devoted to the various branches of production, using production in its economic sense.

We have—First: The papers devoted to the extractive industries, such as agriculture, mining, lumbering, and the like.

Second: The papers devoted to the transformative industries, such as manufacturing, construction, and so on. The greatest papers in the trade field at present are within this group.

Third: The papers devoted to the distributive industries, including those going to the different kinds of merchants. In this group are a number of very substantial journals; but, in view of the fact that the trade papers'

principal function is advertising, and that advertising has mainly to do with distribution, it is doubtful whether the distributive or mercantile papers are as fully developed as a class as the manufacturing and mechanical papers.

The above classification of trade papers is perhaps no more serviceable to the advertiser than is the classification given in the newspaper directories; but, I am inclined to think, from the standpoint of the publisher, that it gives a view of the field, which will tend to convince him that the present trade press is only the prophecy of what it may become.

From the standpoint of its economic functions the trade paper of the best type to-day undoubtedly represents the highest development of journalism in this country. By its economic functions I mean the efficiency and economy with which it serves both readers and advertisers. At the same time it is probably within bounds to say, that if all the trade papers which to-day have a reason for existence were managed as well and as aggressively as the best of these papers the volume of business done would be multiplied by ten.

The trade press is in its infancy. To be sure, there are a half a dozen papers or so worth half a million dollars apiece, and probably nearly a hundred which it would take \$100,000 or more each to buy; but, the fact remains that there are few, if any, of the trade journals which occupy to readers and advertisers in their particular fields that important relation which the possibilities of the case justify. In view of the enormous importance of the dissemination of technical information for industrial purposes, whether it is in the abstractive, transformative or distributive fields, there is hardly a paper which can feel that it is in the center of things as it ought to be to fully occupy its field.

The industrial world is governed by ideas. A representative of the cabinet of Great Britain in a recent speech attributed the great trade power which America is exhibiting in all parts of the world to the dissemination of technical information in this country. The technical press is the great disseminator of technical information, and in many cases it is a question whether the most important information is contained in the letterpress or in the advertising pages. Quick, efficient and authoritative communication between the manufacturer and his consumer is the key-note of rapid progress.

The solid rock of hope for the trade press is the fact that of all periodicals it renders the greatest service with the highest degree of efficiency, with the least waste and greatest economy. The trade press which has practically grown up in the past twenty-five years, and has undoubtedly quadrupled in output in the past decade, has a great future before it.

HOPE.

There is always hope in the man who actually and honestly works. In idleness alone is there perpetual despair.—*Carlyle.*

It is easy to advertise an article that is good enough to advertise itself,



TWO WELL KNOWN ADVERTISING AGENTS—IN 1872.

CONDEMNS SPASMODIC ADVERTISING.

A moderate amount of space with frequent insertions will accomplish more than infrequent big copy. No generally advertised business has ever yet paid in a month or a year. You keep banging away some time before you can get people to listen to you. Even with a long list of papers and the smartest copy mortal brain can devise, it takes from six months to a year to make the goods known. I never heard of an exception to this rule, yet only yesterday a fellow was trying to persuade me of the wisdom of a quarter page once a week, rather than four inches daily. In support of his theory he pointed out the recent advertising of the American Tobacco Company.

I pointed out to him that a precedent established by a practical monopoly, with unlimited resources, is no guide for the average general advertiser. The American Tobacco Company advertises not merely to attract buyers, but to crush or to frighten competitors. It wants to keep small concerns from invading its field, and to this end it is willing to spend ten dollars where its nearest rival spends one.

A similar policy is pursued by some of the great corporations handling food products. I know of a firm in a small

city which started about a year ago to sell an article that is used in almost every kitchen in the United States. Four-inch displays were inserted in a list of dailies.

The largest dealer in this article is a corporation so big and powerful that it is generally described as a trust. It started out to crush its new competitor, and performed the task in a thorough and workmanlike manner.

The old concern followed the new one up relentlessly. It used the same papers and it contracted for quadruple the space ordered by its competitor. You can imagine the consequence.

Cases like this are, happily, exceptional. As a rule, the general advertiser does not have to compete with monopolies, and the old policy of "keeping everlasting" holds good.—*National Advertiser.*

"SMASHED by Advertising" is the epitaph erected over the grave of the Boston Milk Trust. When the trust was organized several dealers who refused to go into the combine began to advertise every day in the newspapers. They pointed out to the public that it was to their interest not to uphold the monopoly, and their arguments were so convincing that the trust was driven out of business.—*Editor and Publisher.*

Printers' Prize Ink

Seven years ago the Little Schoolmaster offered a sterling silver vase for the advertisement which was considered the best in setting forth the reasons why business people should read and subscribe for PRINTERS' INK. The competition extended over the greater part of a year, and the activity which it aroused among professional and amateur adsmiths was very gratifying. Nearly one thousand advertisements were submitted in all, and a majority of the specimens were superlatively good. They showed for one thing how dear the Little Schoolmaster is to the hearts of many business people, and, above all, they showed and demonstrated how grateful a subject the Little Schoolmaster is to write about. An interesting outcome was the lasting benefit which it brought to a number of bright young men, who were elevated by it into conspicuous notice, and since that time have made advertising their business, and some of whom have been signally successful. The Little Schoolmaster, having often in the past stimulated mental activity by prizes, has now resolved to propose the first prize contest in the new century as follows:

The terms of the competition for the PRINTERS' INK Prizes are as follows:

1

The adsmith desiring to compete shall prepare an advertisement, such as he believes is calculated to influence the reader of it to become possessed with a desire to subscribe for and read PRINTERS' INK—The Little Schoolmaster in the Art of Advertising.

2

When he has prepared his advertisement he shall cause it to be inserted in some newspaper. It does not matter in what paper or periodical it appears, who owns it, or what its circulation or influence, the only point insisted upon is that the adsmith who prepares the advertisement shall cause it to be inserted in a newspaper or periodical of some sort.

3

When the advertisement has appeared as above specified, the adsmith competing shall send by mail a marked copy of the periodical in which he has caused the advertisement to appear, said copy to be addressed simply PRINTERS' INK, No. 10 Spruce Street, New York.

4

The adsmith shall also cut out a copy of the advertisement prepared by him, and inserted as above specified, and shall send the same in a sealed envelope, under letter postage, addressed to the editor of PRINTERS' INK, together with his own name and address, and the name and date of issue of the paper or periodical in which the advertisement has appeared.

5

The editor of PRINTERS' INK will on his part receive the advertisements and papers sent as above and take due note of each.

6

In acknowledgement of and partial payment for such advertisement so submitted, a coupon shall be sent to the adsmith by return mail good for a copy of PRINTERS' INK, to be sent for one year to any person whose name is written across the back of the coupon when turned for redemption.

7

In the first issue in January, 1902, the best advertisement that has been submitted up to the date of going to press will be reproduced in PRINTERS' INK for that date, together with the name of the adsmith by whom it was prepared. The name and date of the paper in which it appeared will also be stated, and two additional coupons, each good for a year's paid in advance subscription to PRINTERS' INK, will then be mailed, one to the adsmith and the other to the advertising manager of the paper in which the advertisement had insertion. These additional coupons can be used as presents to some one likely to appreciate and be benefited by the weekly teachings of The Little Schoolmaster in the Art of Advertising.

8

In the issue of PRINTERS' INK for the week following, a second advertisement will be produced, being the best one sent in since the previous selection was made, and another in issue of PRINTERS' INK that follows, and so on until the competition is closed, and with the appearance of each of these issues, two additional coupons will be duly forwarded, each good for a year's subscription to PRINTERS' INK, to any address written on the back of the coupon when returned for redemption, one coupon being for

Competition for 1902

the disposal of the writer of the advertisement for that week and the other for the business manager of the paper or periodical in which it appeared.

9

Whenever it is thought that the competition has proceeded far enough, and in any event not later than in December, 1902, there will be published in PRINTERS' INK the names and addresses of every adsmith who has been so fortunate as to produce an advertisement that has been thought superior to any other sent in during any single week, and from among these there shall be chosen the twelve whose advertisements are thought to be superior to each and all of the others submitted, and therupon the twelve will be asked to supply each a photograph of himself, from which it will be possible for The Little Schoolmaster to have made half-tone portraits for reproduction in PRINTERS' INK, and on the week following there will be reproduced reduced fac-similes of the twelve advertisements thought most deserving, and from among the twelve three will be selected, those which are thought more deserving than either of the other nine, and to the constructors of these three will be paid over cash prizes as follows:

\$100 to the adsmith who produced the ad that is deemed the best of all.

\$50 to the adsmith who produced the ad that is second in merit.

\$25 to the adsmith who produced the ad that is third in merit.

10

Of the twelve papers or periodicals in which these best twelve advertisements appeared, the six that are credited with the largest circulation in the latest issue of the American Newspaper Directory shall each be entitled to the free insertion of a full-page advertisement in PRINTERS' INK, for which the net cash price is one hundred dollars, said page advertising to be used when wanted within six months after the awards have been announced.

11

Every adsmith will make up his advertisement in his own way, and give it such space and display as he sees fit. It will be noted that every competitor will be entitled to a year's subscription to PRINTERS' INK, as part

pay for his advertisement, even if he fails to secure one of the cash prizes, or to be one of the twelve who achieve prominence for unusual merit.

12

There is no limit to the number of times that may be essayed by one adsmith. He may, if he chooses, make a new trial every week while the competition is open. Should one man construct all of the three advertisements that surpass the others in merit, there is no condition of the contest that would forbid the giving of all three prizes to one man.

Adwriters everywhere will be interested in the progress of this prize competition and in taking note of the genius and ability exhibited by the adsmiths, amateur or professional, who take a part. An opportunity is thereby offered to bright men to obtain an amount and quality of publicity which money could not be easily made to buy.

Amateur adsmiths will not fail to note that the prize competition offers a rare opportunity to have their successful work passed upon, not only by the Little Schoolmaster in the Art of Advertising, but by all his pupils everywhere, and the class includes the successful advertisers of the civilized world.

The ads which the prize competition for 1902 calls for need not necessarily be display ads—they may be short essays, if one so prefers, published as provided in the conditions already set forth.

No one is barred from competing. Ad experts, editors, printers, business people, especially young men, are expected to compete. Mere wordings and fine writing may have much less show than the rugged, homely expression of the less literary talent. What is wanted are true, strong, virile statements of facts. The principal fact to be emphasized is why a business man, especially a young business man, should read PRINTERS' INK.

ILLUSTRATIONS AND ENGRAVINGS.

The first illustrations, like the first type, were cut out of wood, and though neither wood illustrations nor wood type have entirely gone out of use, the former have kept up with the march of progress, and were never more beautiful than they are to-day, while the latter has been relegated to comparative obscurity, and is only used for large poster letters and display purposes.

The wood cut, then, is the basis of printed book illustrations. The following is the technique of it: The picture or article to be reproduced is drawn or photographed upon a block of box wood, made "type high," that is, of the standard height that type is cast. The engraver then patiently cuts it out with tools of various shapes, leaving the printing surface in relief. The process is slow and expensive.

Wood engraving may be divided into two great classes, the mechanical or commercial, and the more artistic or pictorial, and portrait work. The best wood engravers are artists, and possess the artistic temperament fully developed. They are not mere imitators or reproducers. Rather do they make of reproduction an art, studying their subject as an artist does his model and treating it in such a way as to infuse into the work some of the individuality and artistic expression of the engraver, carefully subordinate, however, to the touch and ideas of the illustrator or painter of the picture.

However much the wood engraver may endeavor to carry out the ideas of the artist, this individuality of his is bound to change in some respect the appearance of the reproduction from the original, and this fact has had much to do with the rise of process, or photographic, engraving, whereby the artist's work is reproduced exactly as in the original.

The main object, so far, of mechanical or commercial engraving, is to show the details of the article to be illustrated with absolute exactness, and this is what wood

engraving is now generally used for. It is seldom used for pictorial illustrations, because the work done by pictorial wood engravers is very expensive, but where absolute accuracy and clearness of mechanical detail is desired, the wood engraving is generally preferred to the halftone, which is its only real competitor.

To get a wood cut, you give your engraver the article to be reproduced, or a photograph of it, but it is better to give him the article to work from, even if he is to get a photograph, because the photograph does not always give all the details that can be shown on the wood cut. If you cannot give him a photograph, or for any reason the article has to be drawn on wood instead of being photographed, it will increase the cost.

Halftone and line engravings on zinc and copper are often called "process" cuts, because the results are achieved by photographic and chemical processes, etc., as against wood cuts, which are engraved by hand.

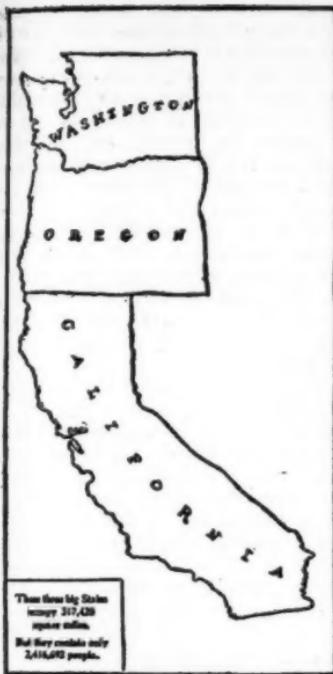
ABOUT DISPLAY.

The compositor will always be on the safe side if he sets the advertisement just as plainly as possible. Let him pick out the thing which is being advertised and see that that has the proper prominence. Let there be some one or two lines in the advertisement that will be bigger and stronger than anything else.—*New England Grocer.*

WHAT PUBLISHERS ASSERT.



"GOES INTO FIRST-CLASS HANDS."



A LESSON IN ADVERTISING.

Here are two simple maps that teach a lesson in advertising which even the smartest men may never have learned.

The three States of California, Oregon and Washington (comprising the great Pacific Coast) are forty times the size of the State of Massachusetts.

The maps show just how big the first three States are, and just how small is Massachusetts.

And yet there are 388,654 more people in Massachusetts than in the entire Pacific Coast States.

In Massachusetts the market for the advertiser is compact.

In a small area, you have a great market.

The cost of advertising is small be-



cause one advertisement reaches many people.

The cost of selling goods is small because there is little ground to be covered by salesmen.

The cost of delivery of goods is trifling because the distances are trifling.

So far as the character, industry, thrift and enterprise of the people are concerned, no one would be rash enough to say the people of Massachusetts are inferior in any way to any other people in the whole earth.

Now these points are not made to belittle the Pacific Coast, but rather to show an advertiser that New England, and particularly Massachusetts, ought to get his most distinguished attention before any other section anywhere.

THIS AD APPEARED IN "MUNSEY'S MAGAZINE." THE LITTLE SCHOOLMASTER REPRODUCES THE SAME FOR THE USEFUL LESSON IT CONTAINS TO ALL KINDS OF ADVERTISERS. IT WAS INSERTED BY M. WINEBURGH & CO., 250 BROADWAY, NEW YORK.

TO WHOM IT MAY CONCERN.

Men have been heard to complain that their advertising did not pay when they had the best written ads and placed in the best mediums. They did, however, fail to ask themselves about the impression that their store made on the people, and as to the effect that the appearance and attitude of their salespeople had upon possible customers. It is a fact that the majority of grocery stores have a slovenly appearance, and those are the places where we buy the things we eat. They of all places should have the most careful attention as to neat-

ness and clean-looking salespeople. Yes, it would cost money, and we know that the margin of profit on groceries is small, but what of that if an increase of expense of 15 per cent would double your business, and that is what it would do. Then, having attained that point, you would find that grocery advertising was profitable. People who were drawn to the front of your store by your advertising would not pass by without coming in.—*White's Sayings.*

ENERGY is the first quality to employ in any business—without it you might as well be a "dead one."—*The Advisor.*

THE MAIL ORDER DEPARTMENT.

To a man keenly alive to the possibilities of the mail order trade the lack of interest shown by most retailers in this department of their business is discouraging.

Business men, accounted bright and brainy, pursue the beaten path of retailing and refuse to open their eyes to the splendid opportunities of the mail order field in plain view before them.

Without a mail order department a store's circle of trade is confined within the territory of easy distance. It is limited to the people who find it more convenient to trade there than elsewhere. Add a mail order department and the scope of trade is limited only by the limits of the postal system.

The great stores of our large cities gather orders through their mail order departments from all parts of the country. While it is true that the prestige of location carries some weight, the retailers of the smaller cities may develop a mail trade by the same means.

Selling goods by mail is accomplished by the same process that is involved in selling over the counter. The difference is in the application of the process. Correspondence must take the place of conversation, and a sample or picture of the article must be substituted for an actual view of it. The arguments of the salesman must go into the catalogue and other forms of printed matter. As catalogues, booklets, letters, circulars and other printed things sent out are salesmen for the house, they must be neat and presentable, just as the salesmen in well ordered stores are required to be careful of their personal appearance.

The difference between a successful salesman and one who is not will be found to exist in like manner between the successful and the unsuccessful mail order literature. It is altogether a question of salesmanship, for advertising is, manifestly, an effort to sell something. It follows, therefore, that the more closely the methods of a successful retail salesman are followed, in mail order work, the

better are the chances for success.

In the smaller cities and towns the merchants make strong efforts to get the country trade. The patronage of the farming community within a radius of fifteen or twenty miles is usually an immense item and well worth cultivating. With the aid of the rural free delivery system and a well arranged mail order department, the wide awake merchant may place his whole store, virtually, at the elbow of the farmer and his family. They will buy more and buy often, because they can do so with little effort.

The greatest use of the mail order department to merchants in small cities is in extending trade beyond the usual limits of easy distance. By intelligent, systematic, persistent work he may build up a patronage, in the surrounding counties alone, worth thousands of dollars. There is no limit to the possible growth.

If a merchant were to close his store and suspend business every time trade lags, he would rightly be branded as a simpleton. And yet in what essential would he differ from the advertiser who stops everything for the same reason.—*Clothers' and Haberdashers' Weekly.*

NEWSPAPER HEADING ILLUSTRATED.



"THE LADIES' PAGE."

When we want information in regard to a newspaper or instruction upon up-to-date topics in the newspaper, we go to PRINTERS' INK. The newspaper fraternity turn to its pages the same as the druggist does to his dispensatory to be correct in filling a prescription. Geo. P. Rowell & Company's Newspaper Directory, which is regarded as a part of PRINTERS' INK, or vice versa, is referred to for newspaper information the same as Webster's Dictionary is for the solution of complex words.—*Memphis (Tenn.) Herald, Saturday, Nov. 9, 1901.*

UP-TO-DATE METHODS.

The man who keeps constantly posted on all new methods pertaining to his business and applies them when he finds them superior to his own, is the man who generally succeeds. Whereas, the man who plods on in the same weary old way and believes that his own business principles are far superior to all others, is the man who almost invariably proves a failure, and his exit from the business world is little noted.

For instance, the man who has goods which he wishes to dispose of to the public, must make some effort to inform the public of such, or see his goods remain on the shelf. His competitor, Mr. Brown, may make enormous sales of like goods each day, simply because he does some effective advertising. The reason of this is that Mr. Brown keeps posted on up-to-date methods of advertising, and gives his goods the publicity they require. The other fellow lacks courage to part with money enough, to tell probable buyers where they could get such goods.

It is not always the value of an article that causes it to have a big sale, but the amount of publicity it gets through properly advertising. And it is not always through the employment of big capital, that eventually reaps the biggest harvest; some who have made small investments in the beginning, have acquired fame and fortune through close attention to business and abundance of confidence in their own abilities. Brown and Jones are in business, though separately. Each sells similar goods, or goods having a close contrast from an advertising standpoint. Brown begins with small capital and succeeds in making a fortune, while Jones, with his big capital, soon drops into bankruptcy, a hopeless failure. Brown didn't succeed because he began with small capital, nor did Jones fail because he had large capital. Brown succeeded because he continued active to all business details so necessary to build up a great business; while Jones, an old-time fogy, relied too much on the price and quality of the

goods selling themselves. Brown's success was not largely due to precedents, or the adoption of other men's methods, but by keeping posted on what other fellows were doing in his line he was able to meet competition whenever necessary. Jones failed through lack of culture, attention to details; was illiberal, not adhering strictly to that one primitive principle that "it takes money to make money"—that it requires some coaxing, some reasoning, some inducement to cause people to part with their money.

IT COMES HARD FOR HIM.

The first thing that every printer ought to learn is to keep rules and ornaments and borders and fancy type entirely out of the border of an advertisement. A rule or a border around an advertisement often helps its effectiveness very much, but the plainer and smaller the border can be the better.—*New England Grocer.*

ADVERTISING ILLUSTRATED. 1





AMERICAN MACHINIST, N.Y.

Spelling "Success"

In the Foundry is largely a matter of equipment—of men, methods and materials. No matter how skilled the men or how modern the methods, success is just out of reach until the right material is used in the right way. This is the secret. For more than thirty years The S. Obermayer Company has been in the Foundry Equipment and Supply business. That its products have spelled success for its patrons is proved by its own success, having become, within those thirty years and in spite of keen competition.

The Largest Foundry Supply House in the World.

Manufacturing in its three great plants those supplies which can be manufactured at a saving, buying in largest quantities and at special price concessions those things which it cannot produce at a lower cost, and, in either case, maintaining the highest quality of work, securing the best material it where possible. The Obermayer Co. can supply everything you need in your foundry from a Flash-Pin to a Complete equipment. Send your order to the nearest office and the goods will be shipped promptly from the plant or supply depot nearest you, saving you time and freight. There's one at Chicago, Ill., one at Cincinnati, O., another at Pittsburg, Pa., and still another at Larimer, Pa. The Obermayer General Catalog, a 230 page Encyclopedia of Foundry Equipment and Supplies, is free on request.

The S. Obermayer Co.

Cincinnati, O.

Call Address, "Evan."
Use A & C Code.

Chicago, Ill.

THIS AD IS REPRODUCED FROM THE DECEMBER ISSUE OF THE "AMERICAN MACHINIST." IT WAS DESIGNED AND PREPARED BY THE ADVERTISING DEPARTMENT OF THAT PAPER. IT IS FREQUENTLY STATED THAT THE "MACHINIST" CARRIES THE BEST PREPARED ADS OF ANY TRADE JOURNAL PUBLISHED.

AMERICANS LEAD.

A British paper says: To say that an advertisement is American in character is to give it high praise; for, however displeasing it may be to the patriotic Englishman, he is forced to admit that in what has been aptly called the "art of publicity" the American leads. His claim to do so in other branches of commercial work may or may not be combatted, but in advertising he is at the head. All the best English advertising thought is on American models, and the best English advertisers will frankly admit that they owe a great deal of their inspiration to transatlantic

achievements. In America there are a large number of artistically produced and smartly gotten-up trade papers, in England very few to which that description can truthfully be applied; and, as a result, the standard of trade advertising is much lower in this country than in the States. In many of our trade papers it is only necessary to come across a really effective advertisement to know that it is American.

NEVER tell monstrous lies in your advertising—if you want to stretch the truth qualify your statements.—*The Advisor.*

ALIEN NEWSPAPERS OF NEW YORK.

Besides the fifteen hundred English publications in New York City, there are no less than eighty newspapers and periodicals printed in foreign languages and dialects. Of the forty-five daily newspapers more than one-fifth are printed in foreign languages. One foreign language, the German, is represented by seven daily papers. In the order of their numerical strength, the foreign languages are thus represented: German, Hebrew, Italian, Bohemian, French, Arabic, Spanish, Hungarian, Swedish, Swiss, Greek, Armenian, Polish, Crotian, Jananese, Yiddish, Irish, Scottish, British, Finnish, and Chinese. Besides these, there are several anarchist newspapers, a deaf-mute journal, a newspaper for and by negroes, an Irish revolutionary journal, while Boer and Porto Rican newspapers are projected. Mr. Howard Clemens, who supplies this information in the *Bookman*, gives an account of some of the most interesting of these papers.

The youngest, and at the same time the most remarkable of these alien newspapers, is the Jananese-American *Weekly News*, which has the unique distinction of being the only periodical in the country not printed from type or stereotyped plate. The *News*, which is edited, printed and published by a student of Columbia University and one of his friends, consists of four pages of a lithographed reproduction of handwritten copy. Every line of the paper and all the illustrations in the advertising columns are first written on sheets of paper with a brush, then reproduced on stone by a tedious process, and finally printed by hand. This cumbersome process of making a newspaper was adopted owing to the great expense of bringing fonts of Japanese type from Japan.

The only Chinese newspaper in the East is the Chinese *Weekly Herald*, with editorial headquarters in the heart of New York's Chinatown. The editor is a well educated Chinaman, and the publisher is a Japanese. The paper

contains European and Chinese news, a long letter from San Francisco's Chinatown, the news of the local quarter and the newest intelligence concerning the starch trust, in which many of its readers are peculiarly interested. The Chinese language is used almost exclusively in its pages.

Astonishing though it may seem, there are enough Asiatics in the metropolis to support a daily Arabian newspaper. The *Kawkab America* is the organ of the allied Arabs, Syrians, Turks and Copts, which have their existence in the southern part of the city, near the Battery. It is a four-page paper, printed every morning except Sunday, and has truly Oriental appearance. *Al-Islah* and *Al-musheer* are the titles of the two Arabic weeklies printed in the conglomerate Asiatic colony. The *Alayam* is a semi-weekly.

The oldest Tchek daily in the eastern part of the United States is the *New Yorske Listy*, which has withstood the journalistic tempests of twenty-six years. New York's Bohemian colony being in the neighborhood of upper Avenue A, the *Listy* is published in the heart of that district, and its two or three active newsboys are greatly in evidence there every morning. Another Bohemian daily is the *Hlas Lidu*, a periodical published by the Bohemian Working-man's Co-operative Association.

ILLUSTRATED EXPRESSION.



"IT SPEAKS FOR ITSELF."



ONE OF THE BEST BOOK ADS THE LITTLE SCHOOLMASTER HAS SEEN IN A LONG WHILE. IT APPEARED IN THE N. Y. "EVENING JOURNAL" OF DEC. 5. THE SPACE IT OCCUPIED WAS 14 INCHES DEEP ACROSS FIVE COLUMNS.

CHARACTERLESS ADVERTISING.

The school advertising which appears in the daily papers is, probably, next to the "Situations Wanted," the most featureless in the whole list of publicity seekers.

The bare announcement of the date on which the school opens is considered sufficient. Semi-occasionally, some ultra progressive teacher makes mention of some special studies, or the engagement of a professor of renown, but, as a rule, there is nothing to vary the flat bare announcement that the pupils will be received on such a day. This wording is often unchanged up to Christmas, and an inch is large space.

The military boarding schools and college preparatory schools are excepted.

tions. These usually use better space, and go into satisfactory details, tempting the very boys themselves by the day's fascinating programme of drill and sport, and the parents themselves by the details of drainage and of supervision. In these cases studies are kept in a judicious half light, obtruding themselves as little as possible.

It must be admitted that nearly all schools prepare attractive booklets and pamphlets, but not two in ten make any mention of them in their newspaper advertisements or use up-to-date methods of distribution.—*Fame for September*.

An unadvertised business is like an axe without a handle or a gun without a barrel.—*The Advisor.*

SIGNS AND SAYINGS.

- A much talked of store.
- These are wares that wear.
- Our patrons wear smiles.
- Values that are revelations.
- Our goods are this year's vintage.
- Nothing worth having is not here.
- Each day here is "bargain day."
- Our low prices bring you back.
- Every shelf teems with bargains.
- Perfect service promptly rendered.
- We expand values and condense prices.
- Telephone us for what you forget.
- Our suits are offered at suitable figures.
- We don't promise the earth for a nickel.
- Our method of selling invites you back.
- We are here to think of your interests.
- Your coming merely to look pleases us.
- Cross the street first; then come here.
- Our clerks are here to assist—not to insist.
- You don't wait here—you're waited upon.
- What you buy thoughtlessly we buy back.
- No fake "fire, fraud or removal" sales.
- The goodness of our goods goes without saying.
- Incomparable values at unmatchable figures.
- "Spoils from every clime" are congregated here.
- Our clerks serve us well by serving you well.
- It pleases us to say that we are here to please.
- We couldn't afford to give you a bad bargain.
- To see our goods is a "liberal education" in trade.
- Our customers are our talking advertisements.
- Not what we say, but what we do advertises us.
- Your "good-by" means a return to buy and buy.

—There are other stores besides, but not beyond us.

—Our customers come in hopefully, and leave satisfied.

It costs just as much to do poor advertising as it does to do good advertising.



Nothing but the best satisfies some men.

Nothing but giving satisfaction satisfies us.

That's what's brought over this English silk hat bearing the imprint of England's best silk hat maker.

\$8.

The exclusive tailor experiments on his customers.

Does the experiment succeed—presto! it appears in our clothes.

Sack suits with all these trifling variations that make up good form; as to cloths—no better cloths are made.

Suits \$15 to \$35.

Fleecy duds for frosty days. Underwear that fits—\$1.50.

ROGERS, PEET & COMPANY.

258 Broadway, cor. Warren,
and 7 and 9 Warren St.
669 Broadway, cor. Prince,
1280 Broadway, cor. 27th
and 64 West 33d St.

We fill orders
by mail.

THE ROGERS, PEET ANNOUNCEMENTS EASILY HOLD THEIR POSITION AS THE BEST RETAIL HABERDASHERY ADS.

**"LOW, THE POOR POSTER BOY!"
OR, THE PERILS OF PUBLIC OFFICE**

(WITH ACKNOWLEDGMENT TO A WELL-KNOWN ADVERTISEMENT.)

(COPYRIGHT, 1901, BY W. R. HABER.)



HOW A CLEVER ADVERTISING IDEA PERPETUATES ITSELF. REPRODUCED, WITH PERMISSION, FROM THE N. Y. "EVENING JOURNAL," DEC. 3, 1901.

THE IDEAL NEWSPAPER.

The ideal newspaper is all home print; but ideals are scarce, and we have never yet met an editor who has reached it in his own paper. Over and over again we have occasion to use the term "patent," and while no slight is intended we know that many editors and printers take it to mean depreciation—that the paper referred to is all right with the exception that it uses a "patent." We mean nothing of the kind, for some of the best country papers use these sheets, and we always feel like apologizing to these editors for seeming to cast a reflection on their work when in speaking of a new paper mention is made of the "patent inside." But, after all, the man with the all home print has quite an advantage in placing his advertising, in having complete control of the reading matter, and in maintaining uniformity in the appearance of the pages. He also seems to command a certain respect from advertiser and subscriber not accorded the

other. There are two sides to this question; the location, and character of the subscription list should be considered. A neat little home print paper is certainly more attractive than an incongruous "patent" in which the home part resembles the foreign in neither type, make-up or print.—*Pointers, Kansas City.*

GOOD FOR ALL WINDOWS.

A simple shoe display with no coloring is a flat display. Soup without any seasoning is flat, too. Potted plants, artificial ferns and palms, colored laces and crepe paper can be used all in the same window with your shoes. The artificial flowers and garlands could be used as a background in a hundred different ways and be attractive to the passerby.—*Dry Goods Reporter.*

THE best way to get the upper hand of a competitor is by the employment of more and better advertising.—*The Advisor.*

FREE ADVERTISING.

It is the republic of the United States that is getting it. It began to come in large installments two years ago last May, after the event in Manila Bay, when Admiral Dewey moved the pegs and hung the star spangled banner higher than it had ever been before; at least in the estimation of foreign folks. This is what one returned American Consul has stated publicly: "Since that May morning over there among the Philippine Islands American representatives at foreign courts do not stand away down at the small end of the line at the receptions and pink teas of kings and emperors."

The burning of a few pounds of powder did it. But it should always be remembered that the powder was burned at the right time, in the right place, and did what the man who managed the fireworks meant it to do. He had his business well in hand; he knew all about the materials he had to work with; he knew what he was expected to do. He squandered no time thinking up fancy names for anything he was related to. He had received a plain business order, and the order was filled in a plain business manner; a manner that should be an everlasting example to those in the mail order business. The results, though expected, were gratifying beyond expectation; and if all the ruin and devastation ever dreamed of by the most rabid politician should come over the country in one fell swoop, it could never quite put out the glory gained by that triumph over Spain.

Well! "It never rains but it pours." Since this accession of military glory, it has become generally understood, that in commerce the United States leads the world; and a puzzling question is facing exporters: Shall it profit a steamship company to carry over to Europe, Asia, Africa and the islands of the sea, corn, wheat, pork, beef, cotton, wool, iron, coal, tar, tallow turmeric, turpentine, and tin, and come home empty because there is nothing on the other side that we want, nothing that we cannot produce cheaper, and

of better quality? This state of affairs is becoming generally understood. There is not great fuss made nowadays amongst women over an "imported" article. Instead, they tell each other that in Paris one can scarcely get a hat fit to wear excepting by giving special orders. This is talked of at club meetings, and over the afternoon tea, and it makes first-class advertising.

The other day when our business men were received by the King and the lovely deaf Queen of England, it was a great advertisement for the men and their merchandise. Such a meeting was unique in the happenings of the world. The success of our business men has compelled the admiration of the old nations. It is only a trifle over a hundred years since a small six-for-a-quarter variety English nobleman referred to this people as a "nation of shopkeepers." Perhaps. We were English then. It really seems to the innocent spectator that the words of the prophet are fulfilled: "Unto him that hath shall be given, etc." ; and some of the small miracles of the early time are being duplicated.

When we know that about six hundred millions of dollars are expended annually in the United States for plain, ordinary advertising, and while we are trying to fully realize that enormous fact, we find great full grown puffs and reading notices hanging on the hedgerows, we are reminded of the loaves and fishes at the camp meeting, and the cruse of oil and the jar of meal in the widow's pantry. The more we pay out the more we have left. That is the true mission of advertising. It has been said that New York Angloamericans turn up their trousers when it rains in London. It may be quite as truthfully remarked that when there is drouth in Kansas all the outside kingdoms of the earth feel thirsty; and, if there are symptoms of failure of crops in the American corn belt, people over the seas begin to mix their porridge thinner. When a few blacksmiths and horse-shoers "knock off" work to relieve the

monotony of drawing their salaries every Saturday, capitalists in the old cities on the other side are scared, and fight shy of American steel and iron stocks.

In spite of these indisputable facts, the average foreign-born resident of this Republic spends his leisure in learning new languages in which to censure American egotism. They do not understand that it is egotism, simply faith in one's self and one's undertakings, that keeps the world moving, that makes all the great and little successes. The man in business who has no confidence that he is going to make it pay will never do the right thing in the right place, and in its proper sequence of events. He will fail to say the right things about himself and his goods. He will never inspire confidence in those with whom he comes in contact. Every man in business ought to be, in a legitimate way, a confidence man. To cultivate confidence for business purposes, it might be well to remember that of the six hundred million dollars paid for advertising, each man who pays for space contributes something, and is connected with these millions.—*Fame.*

THE FLUID THAT MADE MILWAUKEE FAMOUS.

A plan to advertise Milwaukee's best known product, beer, is agitating that community. A new bridge is to be opened soon with formal ceremony, and as to the great breweries which have made Milwaukee famous, it is seriously proposed to name the structure by breaking on it a bottle of beer. The mayor is to be chosen to break the bottle, and in order to avoid jealousies among brewers, the bottle will contain a mixture of all the brews. Of course, the temperance advocates and the clergy oppose the plan, for reasons that need not be quoted. Some opposition is voiced also by business men, who have no particular antipathy to beer, but who object to the continued advertising of Milwaukee as a brewers' city. The position of the other side is told in the views of a business man, who thinks that any one who would object to the use of beer in naming a bridge over one of the arteries that carries the heaviest traffic between the breweries and the city that was made famous by the efforts of the makers of beer, is a traitor to the community.—*New York Post.*

A SINGLE circular or card is but a trifle in itself, but there is no limit to the amount of new business it may turn in your direction.—C. A. Bates.

WHO PAYS FOR THE ADVERTISING?

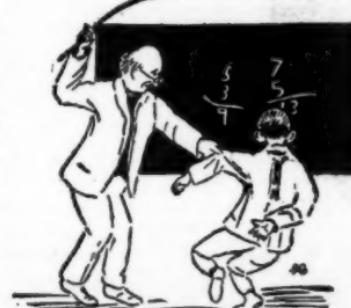
A Wisconsin druggist issues the following manifesto:

We are often asked by our customers to recommend or indorse patent medicines. Such a request places us in a peculiar position. To recommend some patent nostrum brought to the notice of our customers by extensive advertising in the newspapers often effects a sale of the remedy (so called), and thus "puts money in our purse." But, preferring to act conscientiously regarding these nostrums, many of which have little or no merit whatever, we will be guided in our advice solely by our experience and observation, aided by our knowledge of their contents. Millions spent in advertising add nothing to the quality of an article, indeed it destroys its quality, for unless there is a wide difference between its cost of manufacture and its selling price, the immense advertising could not be afforded. Hence, the more a remedy is advertised the cheaper it must be made. One prominent patent medicine firm boasts in a recent circular to the trade that they have spent in the last five years over \$1,500,000 in advertising a single preparation. It would be interesting to know in this connection how much they have spent in the same time for the medicine. A recent analysis of this article, by a prominent chemist, throws some light upon the subject, and shows that to get one-half of a medium dose of the only medicinal ingredient it contains the patient would be required to take an entire bottle at one gulp (price one dollar), and that the article would be dear at a quarter the price charged.

These immense advertising bills must come out of the pocket of the consumer and no one else. Reliable preparations are made, but they are not made by advertising. When our advice is sought it will be given in favor of such remedies as actual experience has proven to be worthy of confidence, and whose merit we are able to vouch from a knowledge of their formula.

Owen, Frost & Co., Druggists,
Washburn, Wis.

THE AD OF THE ADWRITER ILLUSTRATED.



"MY ADS HAVE PRODUCED STRIKING RESULTS."

WHAT SOME PUBLISHERS ASSERT.

"I said in my haste all men are liars."—*Psalm cxvi., 11.*

The paragraphs in this department are inserted without any charge or payment. A publisher who has a good story is invited to tell it as tersely as he can, setting up the most substantial claim he habitually uses to influence advertisers. Although a publisher need not necessarily refer to any paper but his own, there will be no objections to comparisons. What the publisher sends is published as *coming from HIM*. It is his privilege to praise his own paper all he likes, for what is wanted is *what can be said* in its favor. What he does say, however, ought to be true—absolutely.

ALABAMA.

Birmingham (Ala.) *News* (1).—Thousands and thousands of busy artisans are working in the mines, furnaces, steel mills and other plants, making more money than ever before in the history of the State. In the Birmingham district alone there are over 45,000 wage earners receiving monthly over \$3,000,000 in cash. The Birmingham *News* goes to them over 12,000 strong every day. No other daily published in Alabama has over two-thirds as many bona fide subscribers, and the Birmingham *News* guarantees that its actual paid-for circulation is twice that of any other daily paper published in Birmingham.

Montgomery (Ala.) *Alabama Baptist* (1).—Is the organ of the denomination in Alabama, which numbers over 125,000 white communicants. Issues weekly over six thousand copies for circulation. Goes to over twelve hundred postoffices in Alabama, and circulates to a limited extent in other States.

ARKANSAS.

Harrison (Ark.) *Arkansas Miner* (1).—Up-to-date advertisers—those who advertise for the profit there is in it—may well note the fact that the *Arkansas Miner* is the only strictly mining journal in this section; that it has paid up subscriptions in nearly all the States, and in Canada and Europe. Its subscribers are not one-horse farmers who buy only coffee and calico, but are bankers, merchants and other monied men who travel, who have many employees, and are interested in mining; who have means, and whose necessities cause them to make expenditure for machinery and supplies.

Little Rock (Ark.) *Arkansas Baptist* (1).—The Baptists are by far the largest denomination in the State, there being over 70,000 white Baptists in Arkansas reported in active membership by the forty-eight associations in the State (besides over 60,000 negro Baptists with their own organization), and the *Arkansas Baptist* has been recognized for years by all these associations and officially indorsed by the Arkansas Baptist State Convention at all its annual sessions as the only organ and representative of all this vast constituency.

EXPLANATION.

(1) From printed matter emanating from the office of the paper and used in connection with its correspondence.

(2) Extract from a letter or postal card.

(3) Extract from the columns of the paper appearing either as advertising or reading matter.

(4) By word of mouth by a representative of the paper.

CALIFORNIA.

Fresno (Cal.) *Fresno Democrat* (1).—The only Democratic daily and only evening paper in Fresno County and the only evening paper between San Francisco and Los Angeles publishing the full Associated Press dispatches. Having a clean sweep of the evening field, the *Democrat* is the best and cheapest advertising medium in Central California.

Los Angeles (Cal.) *Evening Express* (1).—Advertisers cannot afford to leave out California. Take the city of Los Angeles, for example. It has over 100,000 population of as intelligent a class as any in the country. Its suburbs have another hundred thousand. The Los Angeles *Evening Express* is the oldest paper in the city and has over 10,000 circulation. All agencies know us, and any of them will send us your business.

Ontario (Cal.) *Observer* (1).—Ontario, Cal., is the center of a 5,000 acre orange orchard. Our people have money. Ads in the *Observer* bring results.

GEORGIA.

Augusta (Ga.) *Chronicle* (1).—The South's oldest newspaper. For more than a century the favorite family newspaper and the recognized advertising medium for a large and important territory in Georgia and Carolina.

Savannah (Ga.) *Morning News* (1).—For more than fifty years the Savannah *Morning News* has been the leading daily newspaper in the city of Savannah and Southern Georgia. In the home field it is recognized as first in character, influence and circulation, satisfactory alike to reader and advertiser. The *Morning News* covers completely one of the most promising sections of the South, and, for the advertiser, is a "good paper for a good territory."

ILLINOIS.

Chicago (Ill.) *American Bee Journal* (1).—Every week enthusiastic bee-keepers read the *American Bee Journal*. Every week enthusiastic advertisers testify to its pulling powers. It will pay any advertiser to give it a trial order.

Chicago (Ill.) *Chronicle* (1).—The *Chronicle* circulates largely in the great Northwest, especially Illinois, Iowa, Wisconsin, Northern Indiana and Southern Michigan.

Chicago (Ill.) *Chronicle* (1).—Has the choicest circulation of any newspaper in the Western metropolis. It goes to the homes of the best people.

Chicago (Ill.) *Farmer's Review* (1).—If you'll talk to farmers in the best portions of the Mississippi Valley, you will find that a very large percentage of them know the *Farmer's Review*,

and hold it in high esteem. That's one reason why the *Review* stands so near the head on advertisers' lists.

Chicago (Ill.) *National Rural* (1).—For many years the leading agricultural paper in the Mississippi Valley, has, under new management, taken on new life, and is a better paper for its readers and an immeasurably better paper for its advertisers than ever before. It brings results.

Chicago (Ill.) *Nichols' Monthly* (1).—We guarantee and always prove a circulation of 400,000 copies each month. Our proofs of circulation are always ready for inspection—not only for one month, but for each issue. That the quantity and quality of the circulation of *Nichols' Monthly* is gilt-edge is proven in two ways: First—the quantity is proven by the publishers; second—the quality is proven by the continued use of the columns of *Nichols' Monthly* by nearly all the leading mail order advertisers in the United States. You will find them all running copy during the summer months as well as the winter. *Nichols' Monthly*, with its columns filled with the advertising of wideawake mail order advertisers and with bright, clean, interesting stories, is welcomed in the homes of 400,000 mail order buyers each month.

Joliet (Ill.) *News* (1).—The Joliet *Daily News* bears an unquestionable reputation for truthful advertising, accuracy in news reporting, popularity and enterprise.

Quincy (Ill.) *Farmer's Call* (1).—The *Farmer's Call* makes it a condition of every order, no matter how it may read, that the ad may be stopped whenever results are unsatisfactory. It has a flat rate, hence an ad can be stopped at any time without controversy as to rate paid, and without any suspicion of bad faith.

Quincy (Ill.) *Farmer's Call* (1).—The *Farmer's Call* consists of sixteen or more pages weekly; has never offered a premium; has a flat rate. Circulation, paid, above 52,000.

IOWA.

Des Moines (Iowa) *Wallaces' Farmer* (1).—Iowa's favorite and leading agricultural paper. Not only among the farmers of the State, but among the shrewdest and best class of advertisers. It's the only Iowa agricultural paper which requires payment in advance for subscriptions, and stops the paper when the time is out. That's why advertisers who keep track of actual returns, not simply inquiries, mind you, say that one inquiry from *Wallaces' Farmer* is worth from three to six from any other paper published in the territory. Besides, Iowa, *Wallaces' Farmer* reaches many of the best farmers of Illinois, Nebraska, Kansas, and outlying States.

KANSAS.

Wichita (Kan.) *Eagle* (1).—Is one of two morning papers in Kansas that prints the full morning Associated Press news. The *Eagle* has the largest circulation of any daily paper published in Kansas. It has an average of 14,147 daily, and prints 30 per cent more foreign advertisements and 50 per cent more local advertisements than any daily paper published in the State.

MASSACHUSETTS.

Boston (Mass.) *Boot and Shoe Re-*

corder (1).—Has a circulation covering the best class of our trade in all its branches, in every State and Territory of the Union, and throughout all foreign countries. Its paid subscription is larger than that of any of its contemporaries. Over forty correspondents in all parts of the United States and abroad.

Boston (Mass.) *Farm Poultry* (1).—With a circulation of 30,000 (every copy of which is paid for) among an unusually intelligent, progressive and prosperous set of people, living in the smaller towns and on farms, *Farm Poultry* offers advertisers an unusual opportunity of getting tangible results on a profitable basis. Its readers are people who buy.

Boston (Mass.) *Farm Poultry* (1).—Would you not suppose that a paper that goes to about every poultry farmer, and about every farmer who has poultry in a given territory would pay advertisers? *Farm Poultry* does this, and it does pay advertisers. Many of them have told us so in the past, and continue to use the paper, which is evidence that they believe what they say.

Boston (Mass.) *Farm Poultry* (1).—Has the largest list of cash paid in advance subscribers in all that territory embraced in New York, New Jersey, Pennsylvania and the six New England States. No other paper devoted to the live stock interests nearly equals it. When a man is compelled to buy and pay cash for a paper he appreciates it and its teachings—has faith in it. *Farm Poultry* pays the advertiser for that reason among others. Send for a copy and see the kind of company you would have if you advertised in it.

MISSOURI.

Kansas City (Mo.) *Journal* (1).—Advertisers cannot cover Kansas City and its commercial territory effectively without the *Kansas City Journal*.

Kansas City (Mo.) *Times* (1).—The *Kansas City Weekly Times* reaches the homes of the prosperous people in Missouri, Kansas, Nebraska, Iowa, Indian Territory and Oklahoma.

NEW YORK.

New York (N. Y.) *Home Cheer* (1).—If you have an advertisement that will pay anywhere put it in *Home Cheer* and make money. We pay particular attention to small advertisements—range them according to size, put them next to reading matter, and charge you exactly the same price as we do the big advertiser. A good paper, honest circulation and the right price, will bring paying results at any time of year. *Home Cheer* gives you over 100,000 proved circulation for 30 cents a line.

New York (N. Y.) *Home Cheer* (1).—*Home Cheer* is a high-class medium at a low-class price. It is exclusively a lady's paper; bright, clean and wholesome. Devoted to the interests of the household. The entire edition is printed on beautiful super-calendered paper. Halftone cuts can be used to advantage in illustrated advertisements. Designing and engraving free for advertisers. The circulation is over 100,000 copies every month, proved by postoffice receipts.

New York (N. Y.) *Home Magazine* (1).—The *Home Magazine* stands for

"The Home" in the broadest sense of the word; the home of the old as well as the young—the home of the father, husband and brother, as well as the home of the mother, wife and sister. The New York *Home Magazine* goes to 75,000 home-makers every month, of whom 45,000 are paid subscribers. It is more eagerly looked for and cherished than any other ten-cent magazine. It offers a rich field for advertisers.

New York (N. Y.) *Ledger Monthly* (1).—The *Ledger Monthly* stands at the head of the list of high-class mail order media. Its rate is 50 cents per line. Circulation, 100,000.

Rochester (N. Y.) *Evening Times* (1).—If you want to reach the live population of Rochester and its vicinity towns, the want columns of the *Evening Times* will do it.

Rochester (N. Y.) *Evening Times* (1).—Only one-cent newspaper in a trade area with 750,000 people. The largest circulation in the city of any evening paper.

Troy (N. Y.) *Record* (1).—Carries more classified ads than any other paper in the city, because it has the largest circulation and gives the best results. Rate is but one cent a word for both editions.

OKLAHOMA.
Stillwater (Okla.) *Southwest Stockman-Farmer* (1).—Reaches the people of the great Southwest, people who have the price and turn it loose. They grow everything—they buy everything.

PENNSYLVANIA.
New Castle (Pa.) *Tribune* (1).—Published in the interest of the workingmen of the Shenango Valley. Indorsed by the Trades and Labor Assembly of New Castle and Labor League of Sharon.

Pittsburg (Pa.) *Times* (1).—The *Times* goes into the homes. It is the paper that is read by the fireside. It is the paper that is the advertising guide for more people with money to spend than any other paper printed in this territory. No paper in Western Pennsylvania prints, circulates and gets paid for more copies each issue and has done this very thing longer than the Pittsburg *Times*. Whatever advertising you do in Pittsburg and the country around, you cannot overlook the columns of the *Times* and do justice to yourself, your store and your bank account.

SOUTH DAKOTA.
Aberdeen (S. Dak.) *Dakota Farmer* (1).—There is a large volume of business in the two Dakotas seeking new channels. These States have good crops and are highly prosperous. To reach this trade you must advertise in the paper that circulates there. The *Dakota Farmer* will put you in close touch with all that is worth going after.

TENNESSEE.
Nashville (Tenn.) *Illustrated Youth and Age* (1).—The South is a gold mine largely neglected by general advertisers. The first extensive advertisers will establish themselves too strongly to be dislodged by competitors who enter the field later. The *Illustrated Youth and Age*, Nashville, Tenn., is the best medium for reaching prosperous Southern families.

Nashville (Tenn.) *Illustrated Youth*

and *Age* (1).—The best advertising medium, when rates, circulation and quality are considered, is the *Illustrated Youth and Age*. Circulation 25,000; rate, 15 cents per line. Results continue for months, sometimes years, because this magazine is not destroyed.

WASHINGTON.

Cathlamet (Wash.) *Gazette* (1).—The Columbia River's representative journal of the lumbering and fishing industries. It enters the valleys of the lower Columbia, logging camps, and circulates among the fishermen, dairymen and ranchers.

WISCONSIN.

Milwaukee (Wis.) *Journal* (1).—The Milwaukee *Journal* made a gain in advertising during the first six months of 1901 over the same six months of 1900 of 1,408 columns. The evening paper at Milwaukee making the next largest gain shows an increase of 635 columns. The advertising rates of the Milwaukee *Journal*, while 25 per cent higher than are the rates of the *Journal's* next evening competitor, are still, circulation considered, almost 50 per cent lower. The Milwaukee *Journal* is the recognized small ad medium of the State, carrying as much classified business as the two other English evening papers combined. The Journal Company makes a claim that the paid city circulation alone of the Milwaukee *Journal* is larger than is the paid total circulation of any other English evening paper printed at Milwaukee, and will give \$1,000 to any advertiser who can disprove this claim with the full records, of any newspaper questioning the statement, representatives of Gimbel Brothers and the T. A. Chapman Company, Milwaukee's largest advertisers, to be allowed to assist in making the examination.

Oshkosh (Wis.) *Times* (1).—It's a rich country that is covered by the Oshkosh *Times*; 7,500 papers sent to actual subscribers in Northern Wisconsin and Michigan.

MANITOBA (CAN.).

Winnipeg (Man.) *Nor-West Farmer* (1).—Circulation larger than the combined circulation of all agricultural papers taken in Western Canada.

ONTARIO.

London (Ont.) *Advertiser* (1).—Canada is the place for excellent returns in advertising space. The London *Advertiser* reaches the best class of people in Western Ontario. A home paper with sworn circulation average for the year 1900, 8,688.

Toronto (Ont.) *Monetary Times* (1).—The great advantage that the *Monetary Times* has over other commercial publications is that it bears the reputation amongst business men throughout the Dominion of being entirely trustworthy.

Toronto (Ont.) *News* (1).—Until a year ago the *News* never published larger than a twelve-page paper on Saturdays. Now it publishes from sixteen to twenty-two pages—not because the management desires a large paper, but because of the pressure on its advertising columns. It now carries from sixty to eighty columns of advertising each Saturday. Its prices for advertising are probably the lowest in America on the basis of circulation. Sworn circulation, 41,573.

BOOK ADVERTISING.

"Book notices or critical reviews are not what sell a book nowadays, but advertisements," says Mr. Talcott Williams, in the *Review of Reviews*.

"Book advertising was once a de-
corous semi-annual display in certain
papers assumed to reach the 'reading
public.' To-day the reading public is
everybody, as much as it is for a pat-
ent medicine. At least eight patent
medicine firms yearly spend about
\$500,000 each in advertising. Book
publicity has not reached this level, but
it is moving along this line. At its
birth, new fiction must shine in full-
robed advertisements if it is to raise a
flood-tide. The unvarying success of
an Indianapolis firm—good as its novels
have been from the popular viewpoint
—has been due quite as much to its
skill in advertising as in its prescience
in selecting its fiction. I have known
the new work of an author who had
won but a moderate vogue to be swept
into an edition reaching far up the lad-
der of thousands by the ingenious de-
vice of sending out 250,000 little en-
ticing flyers, stamped with a fleur de
lis, which spoke its praise to the legion
customers of a great publication society.
Given a certain amount of advertising
in the papers, and the great department
stores must buy a certain number of a
new novel, graduated to the publicity
purchased in the papers, sure to awake
a certain demand at the counter.

"Do you realize that every square
inch of table surface in the thronged
aisles in which you will jostle is hoard-
ed and watched for gain like the tiny
squares at the bottom of the blue clay
of a Kimberley diamond trench? Noth-
ing is there which does not sell, which
has not proved to be in the struggle
for bargains the fittest for buying. Re-
member, too, that the vast subscription
book machinery, which thirty years ago
sold gilded emptiness, is now carrying
to the buyer sets and sets of standard
novels, so that a half-dozen, all shapely,
will be disputing the field at once, teas-
ing your curiosity with adroit postal
cards."

In a recent symposium conducted by
Mr. Robert G. Cooke, of the Grafton
Press, New York, it was shown that the
better classes of readers—army officers,
college professors, business men, phy-
sicians and those who read more serious
books—were largely guided in their se-
lections by critical reviews, recommen-
dations of friends, circulars from pub-
lishers who could be relied upon to ex-
ploit no trash, and the opinions of their
booksellers. Almost no reliance is
placed in display advertising by this
class of readers.

◆◆◆
PUBLICITY IS NECESSARY.

No matter how superior an article
may be or how great may be the peo-
ple's advantage in dealing at a particu-
lar store, the proprietor's business will
not reach anything like its possibilities
unless the public shall be informed of
the facts day after day. There can be
no large trade without publicity. As to
the methods of publicity, all experience
shows that newspaper advertising is not
only the most direct and effective, but
also the cheapest,—*Philadelphia Record*.

BUSINESS OF THE U. S. POST-
OFFICE.

The official auditor of the Postoffice
Department has just closed the books of
the postal service for the fiscal year
ended June 30 last, something over
three months being always required to
balance the ledger accounts with 77,000
postmasters, and make all the other set-
tlements required with the numerous
branches of the system. The results of
the year's business are as follows: Re-
ceipts, \$111,631,193.30; expenditures,
\$115,544,924.87; net deficit (including
losses by fire, etc.), \$3,981,520.71. The
deficit for the fiscal year is thus shown
to be less than \$4,000,000, and about
\$1,500,000 smaller than for the preced-
ing year. Owing to the extension of
rural free delivery and other augmented
appropriations in every department, the
expenses of the service were \$8,200,000
greater than the preceding year, but the
continuation of the nation's prosperity
raised the receipts more than \$9,250,000.

There has been a steady decrease in
postal deficits during the past ten years.
In round figures they were: \$11,500,000
in 1897; \$9,000,000 in 1898; \$6,500,000
in 1899; \$5,500,000 in 1900, and \$4,-
000,000 in 1901. If this percentage of
shrinkage in the deficit should continue
it would be entirely wiped out within
three years.

WHEN you've done your utmost and
learned something of which you hope
to be the one master, you are bumped
against by a dozen or so fellows who
know it ten times better than you do.—
Rosalyn's Lovers.

ARRANGED BY STATES.

*Advertisements under this head 50 cents a line
each time. By the year \$20 a line. No display
other than 2-line initial letter. Must be handed
in one week in advance.*

ALABAMA.

THE EAGLE, semi-monthly 4 pages. Send for
rates. A. R. DAVIDSON, pub., Kempville, Ala.

PRACTICAL WEATHER. Published once a
month. Publishes Dunne's famous Forecasts
of the Weather, the most accurate and reliable
long range forecasts ever appearing in print,
based on terrestrial meteorological data, and on
as sound scientific principles as those of our
National Weather Bureau's. It also publishes
interesting articles on the philosophy of the
weather.

PRACTICAL WEATHER circulates in every State,
also Canada and Mexico and our new possessions.
It also goes to India, Australia, and nearly all the
countries in Europe. It has some of the best in-
telligence of the world among its subscribers,
representing almost every profession, trade and
calling. It is truly cosmopolitan and an A1
advertising medium for this and foreign coun-
tries. Rates for advertising furnished on applica-
tion. Address PRACTICAL WEATHER PUB-
LISHING CO., Montgomery, Ala.

ILLINOIS.

THE JOURNAL OF THE SCIENCE OF OSTEO-
PATHY. DR. J. M. LITTLEJOHN, President
Am. College of Osteopathic Medicine and Sur-
gery, editor. 1 Warren Ave., Chicago, Ill.

INDIANA.

THE FREEMAN is read by over 80,000 negroes
each week. Its circulation is national and
is an excellent mail order medium. It is supreme
in this field. GEO. L. KNOX, Pub., Indianapolis,

MISSISSIPPI.

THE South is booming as never before in its history. Why not ride in on the crest of the waves! You can't enter Mississippi territory successfully (the most prosperous section) without an ad in THE HERALD, Water Valley, Miss. All home print, largest circulation and stands first in the confidence of the people.

WISCONSIN.

DOGLIE COUNTY FARMER, Beaver Dam, Wis. Stock raising and farming. Circ'n 1900, 1,416.

CANADA.

CANADIAN ADVERTISING is best done by THE E. DESBARATS ADVERTISING AGENCY, Montreal.

CLASS PAPERS.**ADVERTISING.**

PRINTERS' INK is a magazine devoted to the general subject of advertising. Its standing and influence is recognized throughout the entire country. Its unsolicited judgment upon advertising matters is of value to intelligent advertisers as being that of a recognized authority.—Chicago (Ill.) News.

PRINTERS' INK is devoted exclusively to advertising—and aims to teach good advertising methods—how to prepare good copy and the value of different mediums, by conducting wide open discussions on any topic interesting to advertisers. Every subject is treated from the advertiser's standpoint. Subscription price \$8 a year. Advertising rates, classified 25 cents per line each time, display 50 cents a line, $\frac{1}{4}$ -page \$25, $\frac{1}{2}$ -page \$50, whole page \$100 each time. Address PRINTERS' INK, 10 Spruce St., New York.

BOTTLING.

IF you wish to reach the bottling trade of this country, advertise in the AMERICAN CARBONATOR AND BOTTLER, 67 Liberty St., New York. Established in 1881.

Displayed Advertisements.

50 cents a line; \$100 a page; 25 per cent extra for specified position—if granted. Must be handed in one week in advance.

On Christmas \$100 in gold will be given for best reason why every married man should read "**What Happened to Wigglesworth,**" humorous book by W. O. Fuller, of Rockland (Me.) COURIER-GAZETTE. Particulars with each copy of book. Ask your bookseller about it.

SCHAPIOGRAPH DUPLICATOR. Free Trial. New apparatus reproduces 20 exact copies a minute penwriting in BLACK ink, purple from typewriter and pencil. Always ready! No delays, no washing, no stencils. If interested, write for 5 days' Free Trial. THE J. P. SCHAPIROGRAPH CO., 380 Broadway, N. Y.

The Frost (Minn.) Record

is a country weekly that is held in high esteem by its readers, who are a thrifty and prosperous class of people. It is a good advertising medium to reach the country population who are settled in this part of the United States noted for its famous wheat fields.

London, England.

GORDON Advertisers' Agents.
and
GOTCH Every information supplied. Write to them.

WE DO ADDRESSING for those wishing to circularize the Best Mail Order People in America. Our list comprises about 200,000 names. Have complete checking system. NO DUPLICATE NAMES. List addressed for only one house in a given line. Can you use them? Rates reasonable.

INSTRUCTOR PUBLISHING COMPANY, Dansville, N. Y.

Do you want to reach the best people in the United States, who HAVE money to spend? If so

ADVERTISE IN**The Church Eclectic**

(The ONLY Monthly Magazine of the Protestant-Episcopal Church.) Circulates in every principal city of the Union and in thousands of the most and best appointed country homes. Address Advertising Mgr. "THE CHURCH ECLECTIC," 144 Times Building, New York, N. Y.

EVERYONE WHO
KNOWS ANYTHING
ABOUT BUFFALO
KNOWS THAT
THE EXPRESS
IS ITS
LEADING PAPER.

R.I.P.A.N.S

I had been troubled a year, off and on, with constipation, biliousness and sick headaches. One day a friend asked me what the trouble was. When I told him he recommended Ripans Tabules. That evening I got a box, and after the second box I began to feel so much relief that I kept on with them. I have Ripans Tabules always in the house now and carry a package of them in my pocket.

At druggists.

The Five-Cent packet is enough for an ordinary occasion. The family bottle, 60 cents, contains a supply for a year.



*A Straight-
Forward
Declaration
of Circulation*

has been the

Chester Times'

policy for years. We keep a detailed record of each day's circulation and furnish sworn statements upon application.

It is the only paper in Chester that makes its bills for advertising payable only on condition that the figures published representing its circulation are correct.

Guaranteed Circulation over
7,500 Copies Daily.

WALLACE & SPROUL, Pubs.
CHESTER, PA.
NEW YORK REPRESENTATIVE:
F. R. NORTHRUP, 220 Broadway.

The New Voice.
A JOURNAL OF GOOD CITIZENSHIP.
Chicago.

The New Voice
Reaches Over
50,000

Thrifty Families
Every Week.

It is a business-getter. It invites inspection of postoffice receipts.

Its rate is less than 2-5 of a cent a line per thousand of guaranteed circulation. If you are looking for results, ask your agency about

THE NEW VOICE

or address

W. F. MULVIHILL, Mgr.

You Know

What You Buy

when you buy space in the **DAILY NEWS**—the only paper in Dayton which makes sworn circulation statements.

Just One Rate and that the Rate Card sent upon application.

The Regular Daily Issue of the
DAYTON DAILY NEWS
OF DAYTON, OHIO,
for the month of November, 1901, was

1.....	16,485	16.....	16,591
2.....	16,887	17.....	* —
3.....	*	18.....	16,966
4.....	16,780	19.....	16,501
5.....	16,884	20.....	16,435
6.....	16,981	21.....	16,504
7.....	16,847	22.....	16,414
8.....	16,761	23.....	16,505
9.....	16,810	24.....	* —
10.....	*	25.....	16,628
11.....	16,968	26.....	16,560
12.....	16,766	27.....	16,532
13.....	16,985	28.....	16,572
14.....	16,788	29.....	15,912
15.....	16,787	30.....	16,418

Total..... 433,462
Daily average for November, 1901, 16,672

*Sunday.

Total for January.....	447,262
Total for February.....	298,255
Total for March.....	414,873
Total for April.....	481,515
Total for May.....	448,246
Total for June.....	415,373
Total for July.....	448,710
Total for August.....	446,812
Total for September.....	528,229
Total for October.....	449,240
Total for November.....	433,462

Total..... 4,864,027
Average daily circulation for first
11 months of 1901..... 16,948

THOS. J. KAVANAUGH,
Circulation Manager.

December 8, 1901.

State of Ohio, Montgomery County, Ohio:

Sworn to by the said T. J. Kavanaugh before me and by him subscribed in my presence this 3d day of December, 1901.

R. B. RETTER,

Notary Public for Montgomery County, Ohio.

LA COSTE & MAXWELL,
EASTERN REPRESENTATIVES,
38 Park Row, New York.
Telephone, 3293 Cortland.

7,000 HOMES

cannot be reached by any other advertising medium.

are reached by the
TRENTON TIMES,
Trenton, N. J., that

11,350 IS THE AVERAGE CIRCULATION, and 7,000 of these papers supply the entire demand in 7,000 households for a daily paper. **NO OTHER PAPER IS TAKEN.** No paper in the world is more nearly "the whole thing" in its territory than the

TRENTON (N. J.) TIMES

The Patriot

HARRISBURG, PA.

Actual average circulation
for year ending
OCTOBER, 1900,

7,831

DAILY.

**Only Morning
Paper.**



Thirty Different Church Magazines published for thirty leading Churches of different denominations in Philadelphia, New York, Washington, Boston, Buffalo.

A DIFFERENT MAGAZINE PRINTED EACH DAY OF THE MONTH for a different Church—the 30 in 30 days.

AN EXCELLENT ADVERTISING MEDIUM

for the general advertiser. Used and endorsed by the best firms. Carry the following ads: Pears' Soap, Ivory Soap, Baker's Chocolate, Van Houten's Cocoa, Campbell's Soups, Hirsh's Root Beer, Electro Silicon, Knox's Gelatine, Unseda Biscuit, Winslow's Syrup, Oakville Co. and many others, on annual contracts. These journals pay such advertisers and will pay you. Send for specimen copies and rates to THE CHURCH PRESS ASSOCIATION

200 South 10th St., Philadelphia, Pa.

THE FARM-POULTRY

When it comes to a paper for the poultry farm, or any farm where poultry is grown, we recommend

Farm-Poultry

It has by its teachings made a poultry man out of the ordinary farmer. Has taught him how to make money out of his hens and eggs. He is a good buyer of just such things as other farmers use. We reach thousands of them. Write us I. S. JOHNSON & CO., BOSTON.

READY-MADE ADVERTISEMENTS.

Readers of PRINTERS' INK are invited to send model advertisements, ideas for window cards or circulars, and any other suggestions for bettering this department.

"Goods and Prices"—that's just about all you need in your Christmas advertising—all people have time to read or care for. Cut out the long-winded arguments and keep your flowery, sentimental talk for some less busy occasion. Make helpful suggestions, all you can of them, but make them briefly, and see that they wind up with "goods and prices." Don't be short and sharp; do be pleasantly persuasive. By all means tell of the trading advantages you offer—they are your reasons for being in business; but don't forget to stop when you are through. The ads following are yours to use just as you like. If the one you like best doesn't seem to fit at the first trying on, a little alteration may make it fit even better than one made to order.

For Christmas

for any member of the family or for a friend what better can you give than a subscription to a good magazine or newspaper; one that's devoted to the things that most interest the one to receive it.

We'll help you to a good choice if you want our help, and the cost may be less than you think.

	Price	Price
Century	\$4.00	\$3.60
Scribner's	3.00	2.60
St. Nicholas	3.00	2.60
Harpers' Monthly	4.00	3.15
Harpers' Bazar	4.00	3.25
Harpers' Weekly	4.00	3.25
North American		

Review 5.00 4.25
If you're renewing subscriptions for yourself let us talk with you about it.

Come Down To-night

down in our big basement toy department, and see the things that are going to make hundreds of hearts glad Christmas morning.

Take Plenty of Time

Poor plan to buy in haste and repent at leisure. Especially with Christmas presents in view. Most acceptable presents combine utility with beauty. Think for a moment how many articles will be indispensable to the letter writing and accounting of 1902.

Remember this complete stationery store, teeming with Christmas novelties of ideal beauty. Consider it more your store than our store. Come often. Merchandise is here to choose or refuse.

The Christmas Mistake

It was the day after Christmas. Charlie said to Bessie, "My present is pretty, but I so much wanted a Fountain Pen." Bessie said to Charlie, "I don't want to complain, but if mine had only been a Pocket Book!" Mamma seemed satisfied, but admitted a natural weakness for Artistic Calendars. Papa being quizzed beyond endurance acknowledged the sweetness of perfumery, but said his choice would have been a Durable Diary. Aunt May completes the family circle, and is found rejoicing over a box of Christmas Stationery. One Present-seeker dealt at Dormans. The others wished they had.

For Her

Buy her a pair of slippers, and every day she'll think of you, and in her comfort remember you, and thank her lucky stars that that man of hers had sense enough to buy a sensible present. We've every kind of slipper with every kind of right price, and every pair with a guarantee.

More Toys, More Dolls, More Books, More Games

More of everything in our lines than you'll find in any other store in town, and prices guaranteed to be as low as the lowest in this city. All our toys, dolls and games are new this season.

Everything to decorate the Christmas tree with, and something to put on it for every member of the family.

Only a few days left in which to do your buying, and though we've goods coming in as late as the 20th, the choosing cannot be better or easier done than now.

Come down in our big basement to-night, and see if you can help but buy. Entrance from store, or from the street, under Dauchy's music store.

What Day?

Of what month, of what year? Admirably answered in 102 varieties of Christmas Calendars. Not a single old* design. New art products of the famous "Prang" and "Dutton," and the Art Lithograph Co. Exclusive prices. You save, probably, 20 per cent.

The "Perpetual Calendar Almanac" locates times 5,000 years forward and backward. Price, \$1.

*"Pointer."

Here's a New Idea

new to most of us, but old enough to have fully established its exceptional merits.

It's a damper regulator—the "Fowler," that costs about one-third the price of the other kinds and will do two or three times the work.

It can be readily adapted to the sitting-room stove or to any kind of heating apparatus up to a 50 horse power boiler.

It's a good time to put in a Fowler regulator when we put your heating apparatus in readiness for cold weather. You'll not find a better time than now for that kind of work; and "Fair Time" and cold weather are only a few weeks away.

Buy Him Slippers

Comfortable feet stand for cheerfulness. All the slippers you ever dreamt of from 50 cents to \$1.25. Every pair guaranteed.

Your Baby's

first Christmas will be a merry one; anyhow more so if you buy a pair of those cute little lace shoes in fancy colors. Quite an assortment here to select from.

Dolls for Your Darlings

1 cent to \$5. Whether you've 1 cent or \$5 to spend for a doll for your darling, you can be sure of finding full money's worth down in our big double basement—the home of more dolls than any other place in town.

And, mind you, ours are not the long, limp, shapeless dolls that are so common around Christmas time, and that are made principally of sawdust and cheese cloth.

Ours are handsome, graceful, plump and altogether pleasing dolls—dolls that will make your little one's eyes sparkle with delight.

Big dolls, little dolls, blondes, brunettes; dolls with and without movable joints, dressed plainly or elaborately or not at all.

Don't buy a doll until you've seen THE doll stock of the town.

Less than a Week Left

in which to do your Christmas buying; yet there need be no hurry or anxiety in your toy buying if you are planning to buy from our big stock, for there'll be good and easy choosing right up to the last hour.

Of course there's advantage in buying early, but you'll find a bigger stock here on Christmas Eve than some stores have to start with.

As a result of large and careful buying, prices are very much in your favor, and you can well afford to come to Danbury & McDonald's to buy your toys.

The Magazine of Mysteries

has reached a circulation of *Forty Thousand Copies* in *Eight Months*. It is filled with the best matter that can be produced. All publishers may clip from it and reproduce its special articles if proper credit is given. It's a storehouse of the best thought and will save editors many a weary hour. It is filled to the brim with matter. No advertisements are taken and there are no free sample copies. Send 10 cents for December issue or buy it from newsdealers. It's worth many times what it costs.

Address, inclosing 10 cents for sample copy, if you do not find it at your newsdealer's, THE MAGAZINE OF MYSTERIES, No. 22 North William St., New York City.

The following is an extract from a letter received from Mrs. Henrietta E. Munro, at the head of the great concern known as Munro's Publishing House, New York: "I have looked over THE MAGAZINE OF MYSTERIES and am greatly pleased with its contents—they are so varied and excellent in every particular. * * * The matter (so far as I have seen of the magazine) is bright, interesting and helpful."

ALL

advertisers who desire to
cover the Chicago field
must

USE

the paper that is read in the
homes of the people,

**The
Chronicle**

It covers Illinois, Wisconsin,
Iowa, Northern Indiana
and Southern Michigan.

NO TURNING == BACK ==

Eight years ago I started an ink war against high prices, and, burning every bridge behind me, made my retreat impossible. I was in the fight to win and, although every available method was tried to drive me out of the business, I refused to be shelved. I encountered obstacles at every rung of the ladder, but step by step I gradually overcame them. My defeat or demise was predicted scores of times, but I am still in the ring and fast reaching the ten thousand mark in my list of customers and the one hundred thousand mark in number of orders filled. I stood behind my gun and demanded cash in advance from every one, be they rich or poor. I had the moral courage to return orders to publishers and printers who had dollars to my pennies, but who were too high strung to send the money in advance. I guaranteed every ink that left my place, and when not found as represented the money was refunded along with the transportation charges. All I ask is a trial order. Send for my price list. Address

PRINTERS' INK JONSON

17 Spruce St.

New York

Real Value Is What Counts In the Long Run

And that is the reason of the steadily increased advertising patronage in

The Philadelphia INQUIRER

Last month shows a gain of 671 columns over the corresponding month last year, or an average increase of

Nearly Three Pages Per Day

But a still more significant fact is brought out by this month's figures. The Inquirer printed over five hundred more columns of advertising than its nearest competitor in Philadelphia, which shows that it is best appreciated in its own home, where the local advertiser can best judge the results.

Following is the comparative statement of the number of columns of advertising in the Philadelphia newspapers for the months of November 1900 and 1901.

	Nov. 1901 Columns	Nov. 1900 Columns	Gain Columns	Loss Cols.
INQUIRER	2466	1795	671	..
Record . . .	1944	1508	436	..
Times . . .	800	725	75	
Press . . .	1363	1406	—	43
Ledger . . .	1141	1023	118	..
North American	1203	1080	123	..

In order that these comparisons may be without question, they are all computed at the uniform measurement of fourteen lines to the inch and three hundred lines to the column.

An Advertisement in the Inquirer Represents
Money Well Invested . . . Results Prove It

THE PHILADELPHIA INQUIRER

1109 Market St., Phila., Pa.

NEW YORK OFFICE
Nos. 86-87 Tribune Building

CHICAGO OFFICE
508 Stock Exchange Building